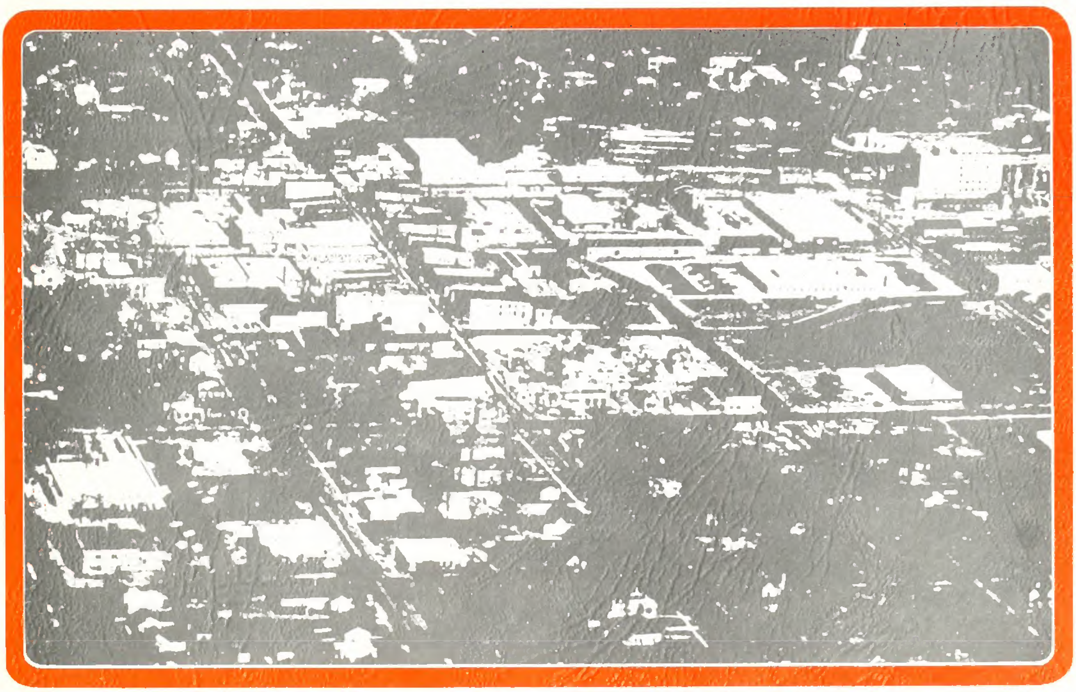
CENTRAL BUSINESS DISTRICT STUDY

LAURINBURG, NORTH CAROLINA



PRELIMINARY PLAN

LAURINBURG, NORTH CAROLINA

CENTRAL BUSINESS DISTRICT STUDY
ELEMENT I
PRELIMINARY PLAN

1965

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TABLE OF CONTENTS

LIST OF ILLUSTRATIONS

LIST OF TABLES

INTRODUCTION

A preliminary plan for the future development of Laurinburg's Central Business District is presented in this report. Problems of parking, traffic, and the visual appearance of the business district are analyzed. In the Market Analysis Section, city, county, and retail trade area trends in employment, population, income, and retail sales were studied in order to estimate area needs for floor space, parking, and pedestrian circulation on the plan.

Since the end of World War II, most North Carolina communities have experienced an acceleration of suburban growth accompanied

by the development of suburban shopping centers. Presently, no major shopping centers have developed in Laurinburg, but those built in Rockingham and other surrounding cities are creating increased competition for Laurinburg trade. As shown on the regional setting map following page 4, most of the larger urban centers of North and South Carolina are within 100 miles of the city.

Progress should be made in solving problems in the Laurinburg central business district, for trade lost is difficult to regain. Coordination of the numerous people involved in the business district cannot be accomplished quickly. <u>If the city's vital heart, however, is to continue its growth, correction of parking and visual appearance problems need to be made immediately.</u>

REGIONAL SETTING AND HISTORY

Laurinburg, the county seat of Scotland County, is located in the southeastern section of the State halfway between Charlotte and Raleigh. It lies approximately 42 miles southwest of Fayetteville.

Scotland County includes two physiographic divisions, the Sandhills and the Flatwoods region. The Sandhills region is part of an ancient shore line with the drainage sloping toward the south. Located to the south in the Flatwoods region, Laurinburg's topography is flat to gently rolling.

Early settlers of the Laurinburg area were Highland-Scotch emigrants who boated up

the Cape Fear River in great numbers during the 1700's. Many of their descendants reside there today.

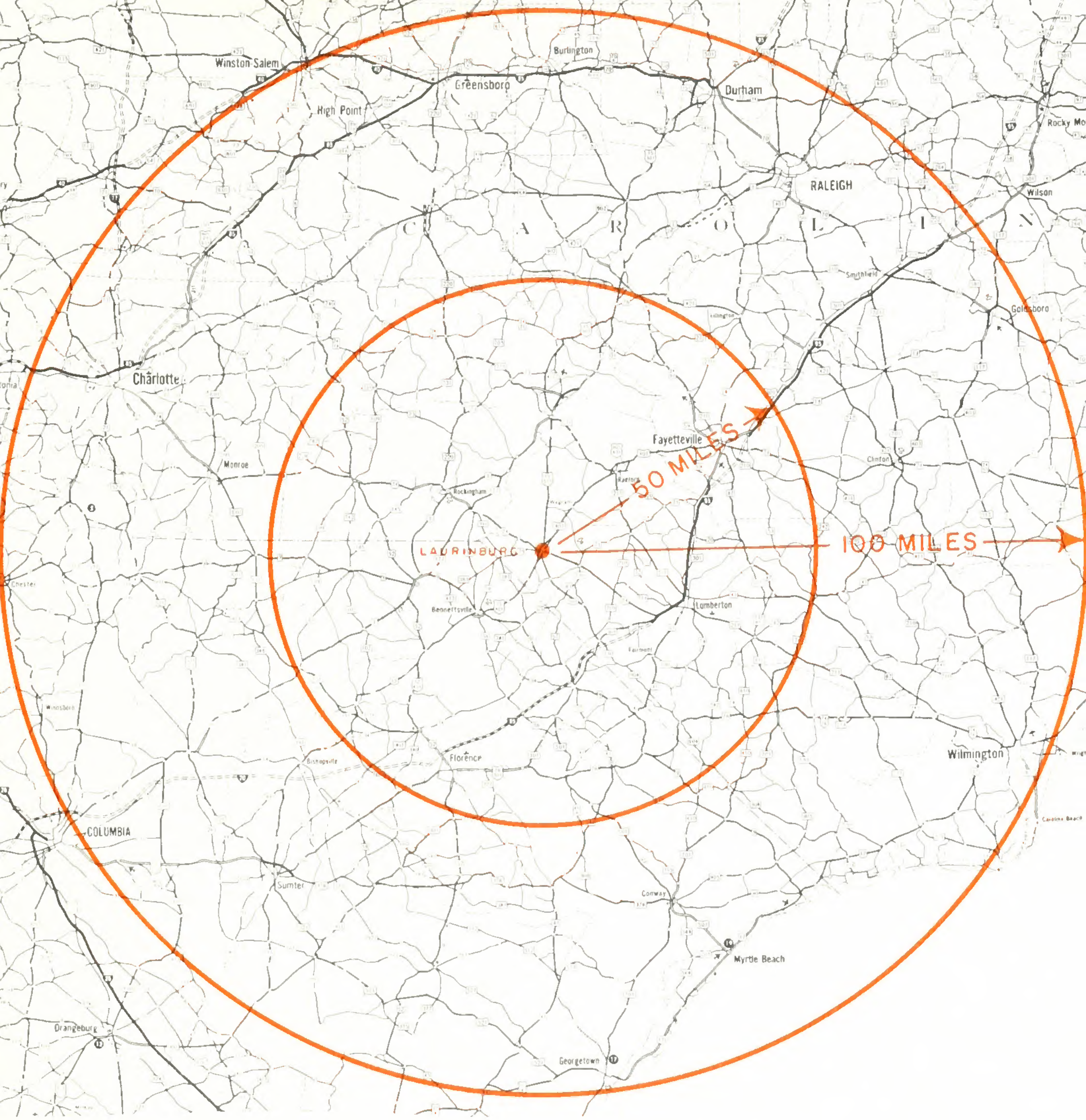
Laurinburg or Old Store, as the post office was originally called, developed around an academy. Settlement began as early as 1785 with the Old Store (James R. McLaurin General Store) opening and the addition of other houses but, real growth did not occur until the academy was built. Incorporated in 1877 as Laurinburg (named for the proprietors of Old Store), the city had a population of 908[1/] by 1880.

The early economy of the area was based on cattle and sheep, however, early in the nineteenth century turpentine began to replace livestock as the chief source of income. Lumber activities followed. After the Civil War, cotton became and remains the major money crop. In 1867, the first textile plant was built, other textile plants ensued. Textile mills are still the principal employer of the county with four large corporations now managing them.

The first railroad had been laid by 1861. As the automobile became popular, two major highways were hard surfaced to Laurinburg.

In 1956, Laurinburg was designated an "All American City", the only southern city to receive the award that year.

1/ U. S. Census of Population.



REGIONAL SETTING

MARKET ANALYSIS

The purpose of this section of the study is to delineate the retail trade area of the central business district and to analyze economic factors of the city, county, and trade area that influence the central business district. Past and present trends of employment, population, and income in the trade area were studied in direct relation to retail sales.

This data relates to the <u>central business district development plan</u> because employment trends determine population and income change which in turn yields total retail sales. Retail sales indicate somewhat the

amount of total floor space needed, therefore, the demand for parking space, traffic circulation, etc. , shown on the plan. For the Development Plan, not only must an estimate of the total amount of retail floor space needed be determined, but also the type of retail floor space (primary, secondary trade, etc.). The kind desired will affect its location on the Development Plan. As an aid to estimating floor space by type of use, the population composition by age groups, income distribution by grouping, and retail specialization for the trade area were studied. The composition of the population affects the type of retail use patronized; as an example, an increase in the number of older people usually adds demands for additional floor space for drug and grocery stores. An increase in per capita income is followed by greater sales at clothing, department stores, etc., with less of an increase in food store sales. Retail specialization indicates deficiencies in some groups, such as eating and drinking establishments.

Because a great deal of economic growth has occurred in the Laurinburg area since the previous economic study was completed in 1958, economic data is included in this section of the study to provide a framework for estimating the need for floor space, parking, and traffic and pedestrian circulation in the Central Business District Plan.

RECENT SIGNIFICANT DEVELOPMENT

There is no census survey information to measure the growth which has taken place since 1960, but the market analysis section has reflected it.

Since 1960 there has been an acceleration of building in the Laurinburg area, six major manufacturing establishments were either expanded substantially or added new: Scotland Mills (Springs Mills 840,000 square foot plant near Wagram and remodeling other plants at a cost of $13.8 million), Ingraham Company, Ritz Craft Homes, Johns-Manville, Rea Magnet Wire, and Pioneer Corp. In addition to

growth in the Laurinburg Area other industries were added nearby, for example the Emerson Plant at McColl (9 miles to the south, 330,000 square feet).

Public and semipublic facilities have been expanded too; a new courthouse, additions to the Scotland Memorial Hospital ($1.7 million); city county school consolidation located in Laurinburg (1.7 million) and the addition of St. Andrews College with a 1964-65 total enrollment of approximately 1,001.

RETAIL TRADE AREA

The growth of the central business district is dependent on the economy of the retail trade area. The primary retail trade area, delineated by Reilly's formula,[1/] encompasses a region from which city merchants normally may expect to draw over 50 percent of the potential retail trade. Reilly's formula[1/] determines the drawing power of the central business district by relating the population of the city to the size of and distance from nearby urban centers. Larger cities, for example, have more attractions thus a greater trade area, because they can provide a greater selection and price ranges in some type of goods, eg., appliances, furniture, apparel, major items of equipment, etc. As a result, their trade area often overlaps smaller cities.

When the state ratio of personal income spent on retail and service sales[2/] is compared with comparable figures for the retail trade area delineated, more than 90 percent of the sales potential is received in Laurinburg, 90 percent is a very high percentage of the total. It may be somewhat less than this, but some sales are made beyond the retail trade area delineated by Reilly's formula.

1/ Reilly's formula is a commonly used mathematical formula that relates the size of the retail trade area to the population size of the trade center or city.

2/ Computed by dividing state income by state sales and selected services equal ratio (67 percent).

As defined in this study, the primary trade area includes Scotland County, the western part of Hoke and Robeson Counties, which includes the communities of Wagram, Maxton, Cibson, East Laurinburg, and Laurel Hill, as shown on the retail trade area map following page 8.

The population and travel distance to cities, located near Laurinburg competing for retail sales, are listed below.

	Distance (in miles)	Population [1/]
Rockingham	22	5,512
Lumberton	32	15,305
Southern Pines	32	5,198
Fayetteville	42	47,106
Bennettsville, S. C.	19	9,010

Newspaper circulation provides a comparison for checking the retail trade area drawn. It covers somewhat the same area as that delineated by Reilly's formula. Advertising influences a customer's choice of shopping facilities and therefore plays an important part in establishing the trade area. The circulation of the three times a week Laurinburg Exchange is indicated on the Retail Trade Area Map.[2/] The Laurinburg Daily News is a daily newspaper for which circulation records are not yet available. The area that it will serve was estimated by the Laurinburg Daily News staff to cover Scotland County and extend into Robeson County toward Red Springs and Pembroke.

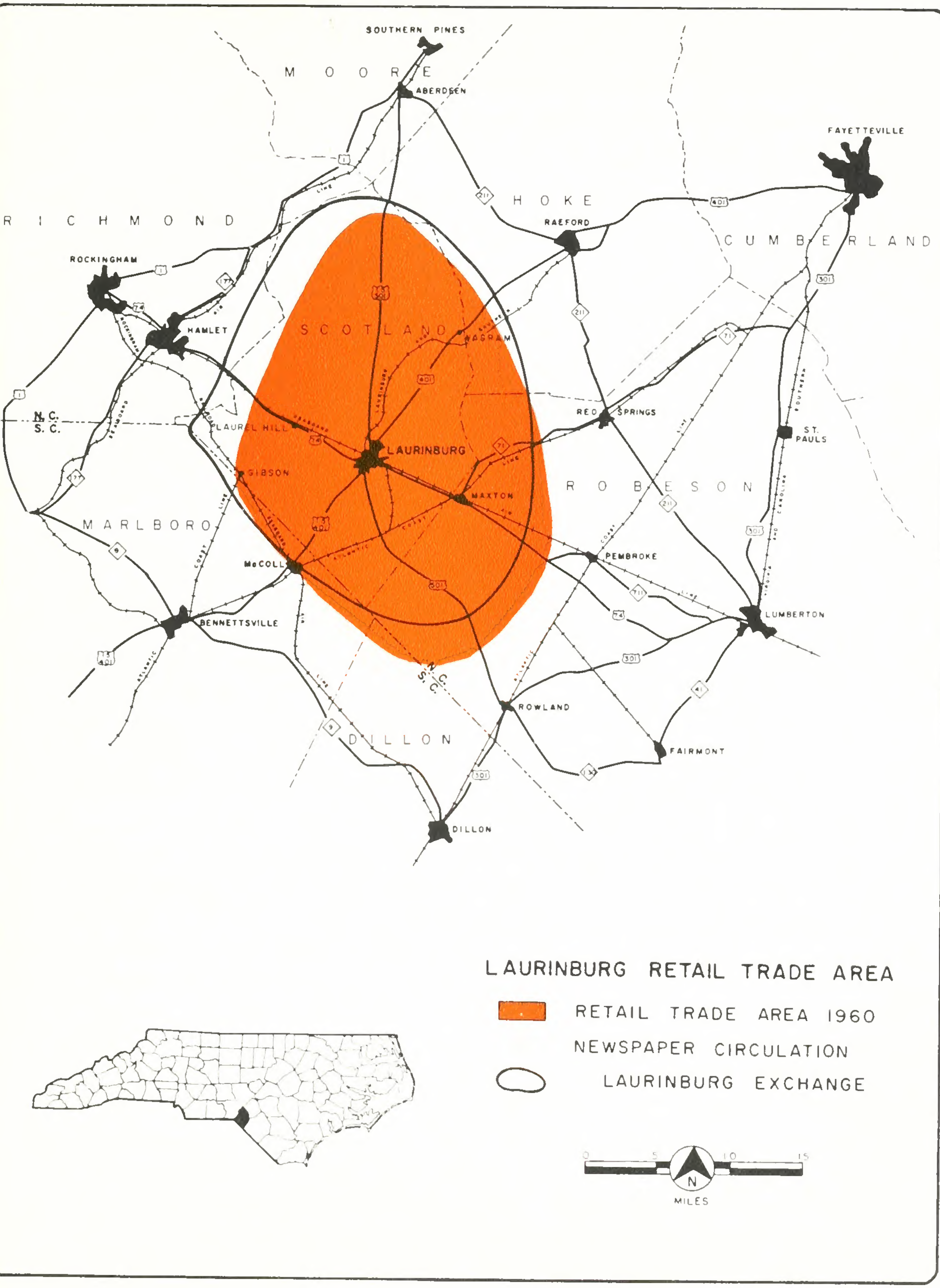
An additional check of the trade area delineated was found in a questionnaire survey of 38 merchants in the business district.[3/] It supports the area drawn by Reilly's formula as the merchant's estimates of their source of sales indicates below.

	Estimated Percent of Sales
Laurinburg	53.5
Scotland County outside city	32.9
Outside Scotland County	13.6

1/ U. S. Census of Population, 1960.

2/ Delineated by Division of Community Planning from information supplied by the Laurinburg Exchange.

3/ Survey made in 1964 by the Division of Community Planning and the Laurinburg Chamber of Commerce.


SOUTHERN PINES
MOORE
ABERDEEN
FAYETTEVILLE
HOKE
RAEFORD
RICHMOND
CUMBERLAND
ROCKINGHAM
HAMLET
SCOTLAND
WAGRAM
N.C.
S.C.
LAUREL HILL
LAURINBURG
RED SPRINGS
ST. PAULS
GIBSON
MAXTON
ROBESON
MARLBORO
McCOLL
PEMBROKE
BENNETTSVILLE
LUMBERTON
ROWLAND
DILLON
FAIRMONT
LAURINBURG RETAIL TRADE AREA
RETAIL TRADE AREA 1960
NEWSPAPER CIRCULATION
LAURINBURG EXCHANGE
0 5 10 15
N
MILES

POPULATION TRENDS AND PROJECTIONS

Growth in population is usually preceded by economic development and accompanied by increased demand for retail goods. The total number of inhabitants in the retail trade area and those in Laurinburg and Scotland County are therefore discussed in this population section. The characteristics of the population were also analyzed because of their importance to the Central Business District Plan. Past trends in both population and economic growth were used to project the future population.

Laurinburg

Incorporated in 1877, Laurinburg has grown rapidly, especially during the decades of 1900-1910 and 1930-1940. Based on the growth trend to 1960 and the estimated college resident population a population of 10,700 in 1970 and 14,000 in 1980 was estimated.

Laurinburg Population Projections

City Population	1960	1970	1980
Non-college city Population	8,242	9,500	11,700
College Resident Population 1/	--	1,200	2,300
	8,242	10,700	14,000

1/ Includes the student body and staff which will live within the corporate limits, (either at the college or in housing located in Laurinburg) based on the percent currently living within the corporate limits.

A factor that influenced the population projection is the growth of St. Andrews College which opened in 1961 with 800 students and approximately 100 faculty and staff members. During 1964, almost all the students (92 percent) and many of the faculty (30 percent) lived in Laurinburg. The college enrollment is expected to increase to 2,000 by 1980. With staff, service workers, and their families, almost 3,600 people will be involved. All will not live in the city, but 2,300 are expected to, thus the college will help bring the estimated population to a conservative 14,000 for 1980. See Table 12 in Appendix A.

Scotland County

Formed in 1899, the county's most rapid population growth occurred while agriculture was predominant -- in the decades 1900-1910 and 1920-1930. Since 1930 migration from rural areas to urban areas has been evident. The population of Scotland County was 67 percent rural in 1960. The growth of Scotland County's lone urban area, Laurinburg, has not offset the overall county population decline.

If we assume conditions that existed from 1950 to 1960 will continue unabated, a decline in county population will result. Three factors, however, are expected to change this trend: the growth of St. Andrews College, previously discussed; the addition of new industrial jobs,[1/] and a decline in the outmigration of the rural population.

In addition to the rise in population generated by St. Andrews College, employment trends since 1960 indicate population growth generated by more industrial employment has occurred. If the population expansion, created by larger employment, is projected, an additional two thousand people could be added to the county figures by 1970 and an additional five thousand persons by 1980.

Retail Trade Area Population

Past growth trends and distribution of the population in the retail trade area is shown on Table 13 in Appendix A. All townships of the trade area lost population in the decade 1950-60, except Stewartsville, which includes Laurinburg. With the recent addition of the college and new industrial employment, an increase of 2,810 people for the retail trade area was projected for 1980.

1/ It was estimated by the Laurinburg Chamber of Commerce that since 1960 Scotland Mills, Ritz Craft, Ingraham, Johns-Manville, Luter Packing, Rea Magnet Wire Corp. and Pioneer Corn have added approximately 650 jobs.

Much of the increase is expected to result from the growth of the Laurinburg area. The shift of trade area population to Laurinburg will tend to augment central business district sales. Probably, families living considerable distances away would purchase more in other cities.

Estimating the population of a small area such as Laurinburg and the retail trade area, is very difficult because of uncertainties involved in economic growth. One large factory or unforeseen expansion by the college, for example, could upset any projection. New industries are being added at a rapid rate. The forecast made in the report is based on the assumption that the economic growth rate of the past will continue accompanied by the expected college growth.

Age and Race Composition of the Population

In relationship to the total population, a decrease was registered from 1950 to 1960 for the most productive age segment of the city population, the group from 20 to 39, indicating an out-migration of the labor group. A similar reduction took place for the same segment of the county population. On the other hand, the part of the city population under 19 and over 40 increased. Older people tend to remain since they are already established and because employment opportunities elsewhere are not as favorable as for younger people. See Table 14 Appendix A.

Due to agricultural employment losses, the nonwhite segment of the county (1950-60) decreased from 47.8 to 44.3 percent. Nevertheless, the percentage of nonwhite population in both Laurinburg and Scotland County remains greater than that of the state.

Most of the (4.4 percent) decrease in county population from 1950 to 1960 was accounted for by the nonwhite group. It is estimated that 67 percent of those migrating from the county were nonwhites which resulted in a 11.5 percent decline in the nonwhite population. In this period, the white population increased by 2.2 percent, thus causing some change in the racial composition of

the county population and in the demand for consumer goods, due to higher incomes. This outmigration trend may decrease with the mechanization of most farms.

EMPLOYMENT

Data on employment is discussed and included in this study because it has a direct bearing on income, population, and retail sales growth. As an example, ten additional jobs each with an average annual salary of $5,000 could be expected to add approximately $34,000 annually in retail sales and selected services.[1/] A corresponding loss of ten jobs would represent a similar decrease in retail sales.

The future growth of Laurinburg's central business district is dependent upon an increase in basic employment and income. In the past, the business district experienced its greatest expansion during periods of industrial and agricultural prosperity. On the other hand, a decline in employment would probably result in a reduction of new commercial building activity and a lower rental market.


ST. ANDREWS COLLEGE

Basic employment activities can be defined as those which export goods, services, and capital to individuals or firms whose source of income is from outside the Laurinburg area. Textile mills are examples of basic industries. St. Andrews College or agricultural employment can also play the role of a basic industry.

1/ Estimated by applying the state ratio of .67 of total personal income in North Carolina (U.S. Census of Population) spent for retail sales and selected services (U.S. Census of Business). (Computed by dividing income by sales and selected services.)

Nonbasic activities, on the other hand, include those which operate as an economic complement to basic ones. Nonbasic activities sell their goods and services to the local population. For example, fertilizer manufactured locally used to grow agricultural products that are consumed locally, is a nonbasic activity. Other examples include retail trade establishments of the central business district that sell goods to the trade area.

Nonbasic jobs soon follow the addition of basic jobs. The number of nonbasic jobs added, however, varies with unemployment or underemployment in the area. Surveys, made by the U. S. Chamber of Commerce in some southern communities, reflects a 1:00 to 0:65 ratio or about two nonbasic jobs for every three basic jobs added. If this ratio would hold true in Laurinburg, the impact of basic jobs added would be quickly felt in additional retail sales.

The primary basic employment categories of the county are as follows:

(1) Textile and Yarn Manufacturing
Four corporations (10 plants), Scotland Mills (5 plants), Waverly Mills (3 plants), Morgan Mills (1 plant), and Mohasco Industry (1 plant). These industries produce tire cord, bed spreads, carpets, dish cloths, towels, cotton-synthetic yard, cotton and synthetic fabrics.

(2) Agricultural Employment
The growing of cotton, soybeans, corn, turkeys, livestock and livestock products, and tobacco.

(3) Durable Manufacturing
Ingraham Company (timing devices), Laurinburg Plywood, Ritz Craft Industry (mobile homes), Johns-Manville, Rea Magnet Wire, and Sinclair Lumber.

(4) Agri-Business Industries
Pioneer Seed Corn, Luter Meat Distribution, McNair Seed Company, Laurinburg Milling (flour), and Dixie Guano (fertilizer).

Scotland County employment trends indicate an overall gain of 10.1 percent in total employment from 1960 to 1963, as shown on Table 1, page 14.[1/] An increase of 327 jobs in nonmanufacturing

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1/ N. C. Employment Security Commission.

employment was made. Categories accounting for most of the growth were construction, transportation, communications, utilities, finance, insurance, trade, service, and real estate. Significant gains have also taken place in the number of jobs added in manufacturing. See Table 15 in Appendix B for trend to March 1964.

Additional growth in employment took place from March 1964 through June 1965. Ritz Craft Industries, Johns-Manville, and Rea Magnet Wire added approximately 240[1/] additional employees.

Jobs in the county are sometimes filled by workers from adjacent counties and vice versa. One hundred and thirty-one more people commuted into the county than out of it to work in 1960. Most of the workers who commute into the county or labor market area are from Marlboro County, S. C., Richmond and Robeson Counties, N. C. As defined by the N. C. Employment Security Commission, Laurinburg's labor market includes all of Scotland County.

Manufacturing included 67 percent of the $17.6 million in wages in 1963 as shown on Table 1.

Table 1

SCOTLAND COUNTY INSURED EMPLOYMENT AND WAGES
BY BROAD INDUSTRY GROUPS 2/

	Employment		%	Total Wages 1963	% of Total 1963
	1960	1963	Change	$000's	Wages
Construction	122	137	12.3+	$ 400	2.3
Manufacturing	3,200	3,345	4.5+	11,800	67.0
Trans., Comm., & Utilities	134	178	32.8+	800	4.5
Trade	959	1,037	8.1+	3,300	18.8
Finance Ins. & Real Estate	120	254	111.7+	900	5.1
Service & Other	140	196	40.0+	400	2.3
Total	4,675	5,147	10.1+	17,600	100.0

1/ Estimated by Laurinburg Chamber of Commerce.

2/ N. C. Employment Security Commission.

Manufacturing establishments in Scotland County employing over 25 workers are listed on Table 16 in Appendix B.

Although agricultural employment decreased by 3.4 percent[1/] from 1960 to 1964, diversified agriculture continues to be one of the major employment activities of the area. In 1963, crop sales for Scotland County totaled $9.5 million compared with $17.6 million received by insured wage and salary workers. See Table 17 in Appendix B.

Total farm sales have increased by $5.1 million during the past eight years. Most of the increase was registered in cotton ($1.0 million) and hay and dehydrated forage ($1.0 million) with sizable increases also in turkeys, eggs, etc. Cotton provided the greatest income in 1964, 29.6 percent of the total followed by all livestock products 24.7 percent, and tobacco 9.7 percent. Future trends in agriculture will affect incomes thus sales in the central business district. Because of so many variables no attempt was made to project agriculture income.

INCOME

More than any other factor, income determines retail sales and the growth of the central business district. Approximately 67 percent of the total personal income in North Carolina is spent directly for retail goods[2/] and the percentage of family income spent for retail trade is even higher in areas of the state with a lower per capita income than that of the state average, because people in the lower income groups must spend most of their income for retail trade and service (the necessities of life).

1/ N. C. Employment Security Commission.

2/ Computed by dividing total state personal income by total state retail sales and selected services.

Laurinburg

The city per capita income is $251 greater than the county average. When compared to nearby cities, the per capita city personal income is lower than that found in Lumberton or Rockingham. It is $536 lower that the urban North Carolina average and $963 lower than the urban U. S. Average. See Table 2 page 17.

Total 1959 personal income of Stewartsville Township was $14.4 million, most of it ($9.1 million) city income. Personal income in Stewartsville Township represents 67.2 percent of the county total. Trends indicate Stewartsville Township's percentage of the total county income is increasing. See Table 19 in Appendix C.

Scotland County

Since Scotland County covers most of the retail trade area, per capita personal income in the trade area would be similar to that of the county. Scotland County's per capita income was therefore used for comparison purposes. In 1959 Scotland County's per capita income was lower than the averages for the nation, state, and adjacent counties except Robeson and Hoke. It ranked 63rd in the state, $410 below the state average. Personal income is lowest in rural areas and highest in urban areas because of higher incomes in business and industry. If new and better jobs are available, the shift in county population to Laurinburg may therefore help raise per capita personal income.

The low county income is related to the high nonwhite population. The per capita white income was $1,227, compared with $372 for the nonwhite population. An outmigration of the nonwhite group has tended to raise Scotland County's per capita income more rapidly than all adjacent counties except Moore and Hoke. See Table 18 in Appendix C.

Distribution of Income

The percentage distribution of family income is an important consideration in the stocking of retail merchandise. The percent of Laurinburg families earning under $3,000 annually is greater than in many other urban areas. Similarly, the city has a lower percent of families earning over $8,000. See Table 2 below.

In 1959, Scotland County also had a greater number of families than adjacent counties, except Richmond, that earned less than $3,000. Of the families in this low income group, 81.9 percent were nonwhite, only 18.6 percent were white. A larger number of families in the lower income group increases specialization in food and similar type stores.

Table 2

COMPARISON OF 1959 PERSONAL INCOME

Income Class	% Distribution of Total Families By Family Income Group							
	Cities				Counties			
	Laurinburg	Rockingham	Lumberton	Urban N.C.	Scotland	Richmond	Robeson	State
Under $3000	43.0	29.3	38.1	26.9	51.3	40.0	60.1	37.1
3000-7999	45.9	54.3	48.5	53.5	40.7	49.3	33.3	49.3
8000-over	11.1	16.4	13.4	19.6	8.0	10.7	6.6	13.6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Average Family	$4,406	5,424	4,778	5,913	3,739	4,436	3,238	4,838
Average Per Capita	$1,101	1,492	1,244	1,637	850	1,131	697	1,260

SOURCE: U. S. Census of Population.

Retail Trade Area Projections

Income in the retail trade area, more than the county or city, represents the total sales potential of the business district. The total 1963 income of the area was estimated at $34.6[1/]

1/ Estimated by the Division of Community Planning in constant 1957-59 dollars.

million or $1,030 per capita. Past trends indicate per capita income will increase at approximately 53 percent each decade in constant 1957-1959 dollars, reaching a per capita income of approximately $2,000 by the year 1980. Total personal income, which also reflects growth in population, is expected to increase at a rate of over 57 percent every ten years in constant 1957-1959 dollars.

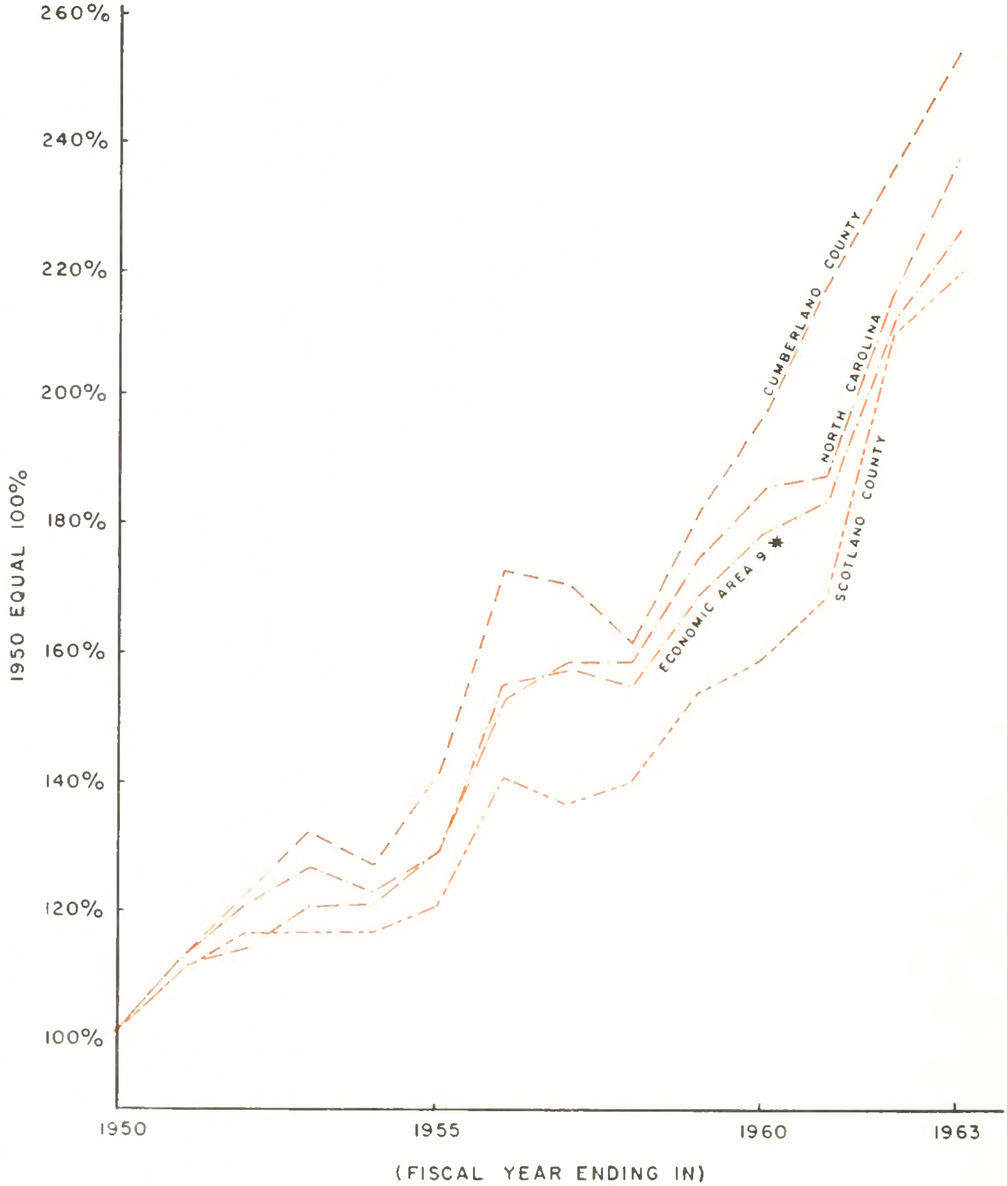
RETAIL TRADE AREA

Year	Per Capita Income	Total Personal Income ($000)
1949	$544	$20,000
1959	850	28,000
1970	1,300	--
1980	2,000	--

RETAIL SALES

Retail sales is the single most important determinant in the growth and development of the central business district. Trends in population, employment, and income of the retail trade area are valuable because they affect sales, the vitality of the business district. Retail sales reflect all of the economic growth factors mentioned above.

Retail sales information from the 1963 U. S. Census of Business indicates a very favorable rate of growth occurred in the city between 1958 and 1963; increasing by 73 percent compared with 50 percent for Scotland County, or a .1 percent increase for the remainder of the county outside Laurinburg. In constant 1957-1959 dollars this was a 65 percent city increase. City merchants' sales totaled $19 million of the $23 million county total in constant 1957-1959 dollars. The impact of adding St. Andrews College and new industries during this period is reflected in the rapid growth rate. See Table 20 in Appendix D.



RETAIL SALES, 1950-1963
(IN CONSTANT 1957-59 DOLLARS)

* INCLUDES ROBESON, HOKE, MOORE, RICHMOND, SCOTLAND AND CUMBERLAND COUNTIES

SOURCE : NORTH CAROLINA DEPARTMENT OF REVENUE

Approximately 67 percent of the total personal income in North Carolina is spent on retail goods and services. On the basis of this figure, if total 1959 personal income[1/] in the retail trade area is projected to 1963 ($34.6 million) and the 67 percent factor applied, merchants have a potential of $23.2 million in sales. In 1963 city merchants received $21.2[2/] million ($19.7 million retail sales and $1.5 million selected service) approximately 90 percent of the sales potential of the trade area. The percentage may be smaller but additional sales are made to a much larger secondary trade area. Retail trade evidently is being drawn from a somewhat greater area than the trade area drawn by Reilly's formula for Laurinburg.

State Department of Revenue figures indicate retail sales in Scotland County grew by 120 percent[1/] in constant 1957-1959 dollars from 1950 to 1963 as shown on the graph. A 1957-1959 dollar had inflated to $1.07 by 1963. See Table 21 in Appendix D.

Scotland County retail trade and selected services in 1963 totaled $27[2/] million. Approximately 116 percent of the potential of Scotland County.

Food, general merchandise, lumber and building materials, and automobiles account for approximately 70 percent of retail sales in the trade area. The portion of each dollar in the trade area spent for retail items is listed on Table 3. For the total expenditures by item see Table 22 in Appendix D.

There was a total of 152 establishments in the city and 238 in the county in 1963. Between 1958 and 1963, an additional 33 business establishments were added to the city and 57 to the county.

It is estimated that sales in the retail trade area will more than double (2.5) by 1980 based on county and city sales trends during the past five years.

1/ U. S. Census of Population.

2/ U. S. Census of Business.

Table 3

DIVISION OF SALES DOLLAR IN RETAIL TRADE AREA

	1963 1/
Food	.26¢
Eating and drinking places	.02
General merchandise	.09
Apparel	.06
Furniture	.03
Automobile	.23
Gasoline, service station	.10
Lumber and building materials	.12
Drugs	.03
Other retail stores	.04
Non-store retailers	.02
	1.00

1/ U. S. Census of Business, 1963.

Retail Specialization

Laurinburg's 1963 retail sales distribution was compared with Rockingham and Lumberton on Table 23 in Appendix D. Laurinburg was more specialized in food, service stations, and drug stores.

On Table 4, a comparison of retail specialization in Scotland County with other counties in Economic Area No. 9 1/ (with the Economic Area No. 9 average) revealed specialization in the categories of food, apparel, automotive, gas station, lumber, etc., and non-store retailers in Scotland County. An index of over 100 was registered in these categories indicating specialization.

1/ Economic area number 9 is an economic division of the State of North Carolina. It includes Scotland and the following counties: Richmond, Robeson, Cumberland, Moore and Hoke.

Items that registered almost 100 include drugs and general merchandise. Only two items registered much under 100 in Scotland County -- they were eating and drinking and furniture-household appliances.

A lack of specialization indicates sales are being lost to competing trade centers. Some of the deficit sales may be overcome by good basic business principles including better display of merchandise, competitive prices, trained sales personnel interested in the needs of the consumer, and an honest effort to meet consumer demands.

Table 4

INDEX OF SPECIALIZATION - 1963

	Scotland	Richmond	Robeson	Cumberland	Moore	Hoke	Economic Area 9
Food	118	112	106	83	128	135	100
Eating & drinking places	$\boxed{40}$	133	48	126	119	21	100
General Merchandise	89	89	81	122	61	117	100
Apparel	113	125	87	105	80	44	100
Furn. H. Appl.	$\boxed{59}$	62	72	134	57	131	100
Automotive	100	101	89	112	75	76	100
Gas Station	119	117	98	84	123	199	100
Lumber, etc.	162	51	151	82	92	67	100
Drug	96	100	112	88	154	38	100
Other Retail Stores	$\boxed{47}$	76	156	76	148	66	100
Non-Store Retailers	106	212	47	106	71	6	100

SOURCE: U. S. Census of Business - 1963.

$\boxed{}$ Lack of Specialization.

CONSUMER AND MERCHANTS SURVEY

The consumer and merchants survey included a 10 percent sample survey of consumers within the city and every 10th household located on a major highway outside the city but within the trade area. A total of 324 households were questioned of which 70 percent were from Laurinburg and 30 percent were from outside the city. The merchant's survey covered 38 principal merchants found in Laurinburg's central business district.

The purpose of the consumer and merchant's survey was primarily to determine customers' and merchants' satisfaction with traffic, parking, and the general condition and appearance of the central business district. Both the consumers and merchants were also requested to make recommendations for improvements in the central business district.

Consumer Survey

The consumer survey involved 12 major questions. The number of persons answering each question and the percentage distribution of those responding is given in Table 24 in Appendix E.

Clothing and larger bulk items such as lumber, appliances, furniture, and hardware attracted the most people from adjacent smaller communities to the central business district. The percentage of respondents showing purchase of the above items in downtown Laurinburg varied from 79 to 89 percent. On the other hand, the percentage of respondents purchasing automobiles and farm equipment was lower. Sales of these items may be lost to Fayetteville or other larger cities which can provide greater selection. Competing small trade centers visited most frequently by those interviewed were Maxton and Red Springs.

Services in Laurinburg such as hospitals, bank, and law offices were visited by over 86 percent of the respondents; eating, drinking, and entertainment places, 81 percent; and doctors' and dentists' offices 79 percent and 77 percent respectively. The results from this questionnaire indicated about half of the population living outside the city came to the Laurinburg central business district for services.

The selection or variety of merchandise available in Laurinburg received a low rating. Smaller cities such as Laurinburg have difficulty in competing with larger cities like Fayetteville in both variety and selection of merchandise.

The last question in the consumer survey asked for suggestions to improve downtown Laurinburg. The improvements mentioned the most frequently were:

1. More parking and better streets;
2. Modernization and beautification of the central business district;
3. Wider selection of better merchandise; and
4. Public convenience areas (rest rooms).

Since consumers are persons who will or will not shop in the central business district, their suggestions should be considered carefully.

Merchants Survey

Eighteen questions were asked of the 38 downtown merchants. The number of persons responding to each question and the distribution of answers is given in the Merchants Survey Table 25 in Appendix E. Significant responses received are discussed below.

The 38 merchants employ 259 people, and of these over 175 drive to work. One hundred and nine off-street parking spaces are provided for them -- this is a deficit of 66 parking spaces.

Merchants indicated sufficient central business district parking was not available. Most merchants questioned, however, were not in favor of contributing money to improve parking conditions. Over 76 percent recommended that the city undertake this work.

The merchants surveyed use an average of 3,400 square feet of floor space each or a total of 118,205 square feet. An average increase of 1,734 square feet of floor space was estimated by 44 percent of the merchants to be located at their present site.

The majority of merchants were satisfied with their present location, over half would locate there again, if they were establishing their business for the first time.

Only 11 percent of the merchants felt shopping centers have hurt their sales in the central business district. The closest complete shopping center is in Rockingham located 20 miles west of Laurinburg.

The program of action recommended by the merchants to improve the central business district follows in order of importance.

1. Make building improvements;
2. Provide more parking;
3. More advertising;
4. Improve traffic flow;
5. Street and sidewalk improvements; and
6. Other (more varied merchandise, new stores, better merchandise).

Summary

From the consumer and merchants survey, improvements most frequently mentioned in order of importance were (1) parking; (2) improving the general appearance and condition of the business district; and (3) add additional customer facilities (i.e. rest rooms, and sitting places). All of these items will be considered in detail in this study.

SUMMARY OF MARKET ANALYSIS DATA

The Laurinburg retail trade area covers Scotland County and the western part of Hoke and Robeson Counties.

Population trends indicate the following: a migration of the rural county population to Laurinburg; a reduction in the county's nonwhite population; a decrease in the productive labor segment of the population; and an increase in the sectors of the population containing older people and children. In the 1950-1960 decade,

the county and most of the trade area lost population. Recent population growth in the city indicate losses of the more rural section of the county may be offset, resulting in an increase in trade area population.

Recent trends in employment point to a shift from agricultural jobs to durable manufacturing and nonmanufacturing jobs.

The city and county per capita income was lower than that of surrounding cities and counties, but the rate of per capita income increase has been more rapid in Laurinburg and Scotland County. A shift of population to urban areas of the county and the out-migration of lower income people have tended to increase per capita income. The future growth in business district sales will result from a number of factors: increase in population, increase in income, and a shift of trade area population to Laurinburg. The consumer and merchant's survey made by the Division of Community Planning and the Chamber of Commerce revealed almost 80 percent to 90 percent of the people residing in Laurinburg trade there.

Trends in retail sales indicate a rapid rate of growth. Since 1960, the growth rate has exceeded that of the previous decade, 1950-1960. An index of retail specialization indicates the Laurinburg area was more specialized in food, apparel, automotive, gas station, and lumber, less so in eating and drinking, and furniture. Sales from some items in the latter category may be lost to Fayetteville and South Carolina cities.

The survey made by the Division of Community Planning and the Chamber of Commerce of consumers and merchants in the trade area also revealed a need for more parking; an improvement of the general appearance of the business district; and the addition of more customer facilities, such as sitting areas, rest rooms, and lounges.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT

There is no exact method of determining the boundary of the central business district, but among the criteria used are highest land value, greatest concentration of daytime population and traffic, and greatest intensity of retail sales. After comparing the above items, the central business district study area was delineated. As shown on the Existing Land Use Map, it includes land north of the Seaboard Air Line Railroad and that extending south to the city hall. It reaches east of James Street and west of Everett Street.

Within this area, the central business district core was outlined. This is the area with the greatest concentration of land use that generates pedestrian traffic. See Existing Land Use Map.

The Fringe Area as defined for this study includes the land located outside the core but located within the study area.

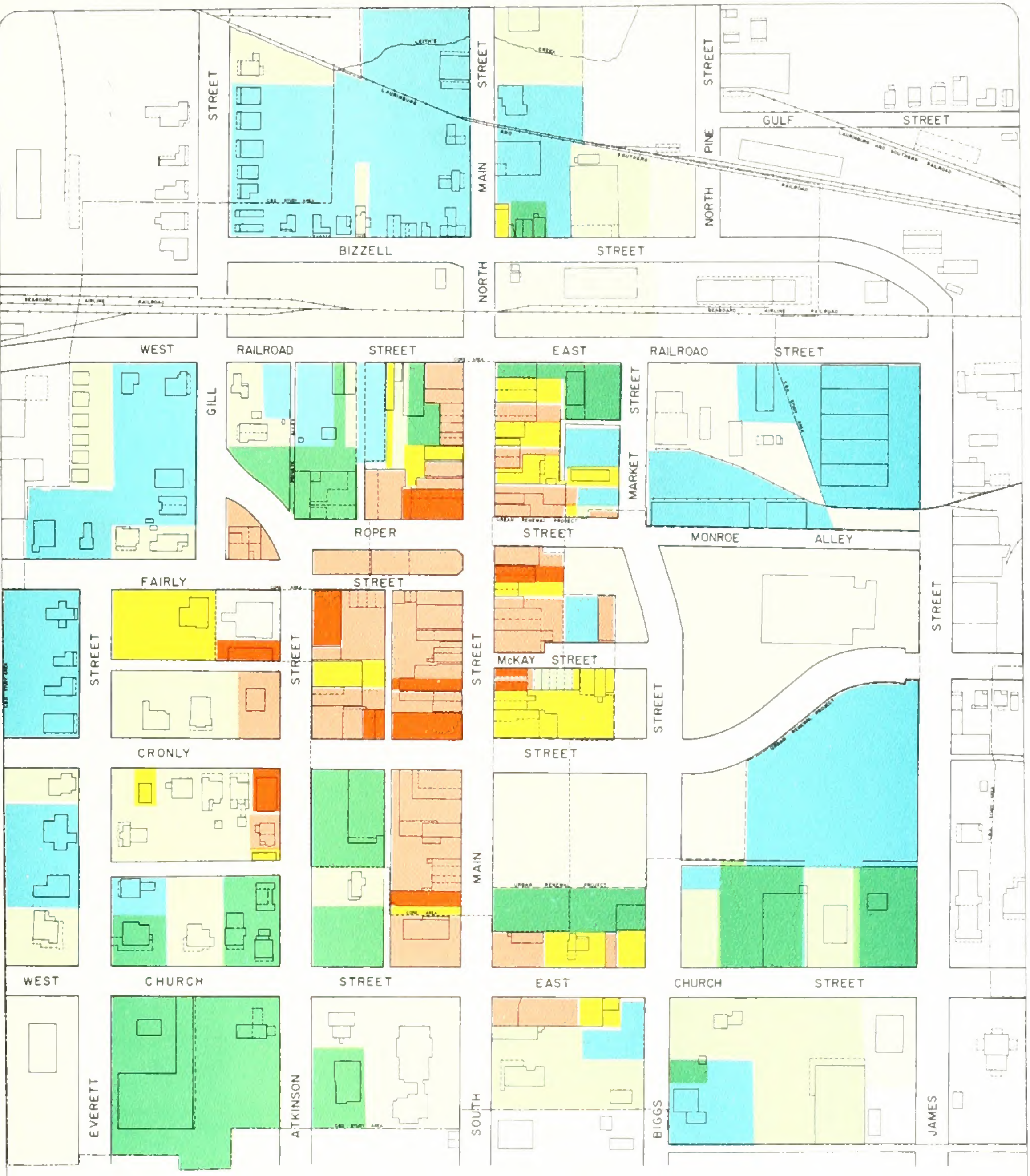
LAND VALUES

The map entitled Value of Buildings and Land shows the distribution of values. The highest values are found in the six blocks along Main Street extending from Church Street to Railroad Street.

As indicated on the map, most industrial and residential land and buildings are valued below $2 per square foot of land, while all the commercial uses are valued above $2 per square foot. Since commercial land is more expensive in comparison to the area occupied, it comprises a larger percentage of the total municipal tax base and thus is a very important part of the city's financial base.

SOURCE SCOTLAND COUNTY TAX OFFICE

[1] DOES NOT INCLUDE THE VALUE OF URBAN RENEWAL PARCELS FOUND IN THIS BLOCK



APPROX. DOLLARS PER SQUARE FOOT

- UNDER .99
- 1.00 TO 1.99
- 2.00 TO 2.99
- 3.00 TO 4.99
- 5.00 TO 9.99
- OVER 10.00
- RAILROAD, PUBLIC OR SEMI-PUBLIC

VALUE OF BUILDINGS & LAND
LAURINBURG N C
CENTRAL BUSINESS DISTRICT

DOWNTOWN 1964 – 1980

FINDINGS AND PLAN

The central business district of Laurinburg is much more than a place where merchandise is simply bought and sold. It is also a center of employment; a place of meeting where people from the entire trade area do business, seek professional advice and personal services, and patronize restaurants, filling stations, etc. The hub of communication and transportation, the downtown area is also the center of governmental functions. Therefore, the central business district is the focal point of the community and the trade area.

The purpose of this central business district study is to examine the vital part of the city with respect to land use pattern, appearance, walkways, and parking and traffic conditions. Then recommendations can be made for a more efficient arrangement of the central business district for both the present and the future.

Laurinburg's central business district has many advantages. It is the natural focal point of highways in the trade area; the site of many public buildings, including the courthouse and city hall which generate numerous trips downtown; and within the central business district are located the business establishments providing the greatest selection of merchandise and service in the trade area. When the business district is compared with a well designed shopping center, however, it does not provide the same degree of shopping convenience with respect to parking, pedestrian circulation, appearance, traffic, and service. The improvement of the above items was confirmed by the survey of merchant and consumer opinions made in 1964 by the Division of Community Planning and the Chamber of Commerce.

The primary objectives of the central business district study are to provide a plan (1) to <u>correct</u> the <u>deficiencies</u>; (2) <u>make</u> the <u>best</u> <u>use</u> of the <u>advantages</u>; and (3) to <u>revitalize</u> the core area by <u>providing</u> a more <u>efficient</u> <u>relationship</u> for central business district <u>activities</u>.

In <u>Stage 1</u> of the <u>Central Business District Development Plan</u>, a general plan for the expansion and development of the business district is recommended. It is based on the premises that the economy will continue to grow at a similar rate as that from 1950-1960. However, if growth should continue at the 1960-1964 pace, a distinct possibility, part or all of stage II of the plan can become a reality by 1980. Nevertheless, stage I provides a foundation for development that can be built on and/or added to, and if implemented, can correct problems of traffic and pedestrian circulation, parking, land use, and the poor appearance of the central business district.

Stage I

In order to solve the most pressing problem in the central business district, parking, a number of off-street parking areas are recommended in this stage. Located to the rear of stores facing Main Street, parking areas are within convenient walking distance and are connected with shops via a series of pedestrian walkways and malls.

Traffic circulation is handled on the plan by a loop thoroughfare system composed of Biggs-Market, Bizzell, Church, and Atkinson-Gill Streets, which would funnel traffic from other radial streets into and around the central business district. Thus, the loop system, rather than Main Street, would carry the greatest traffic volume. Consequently, parking areas should be conveniently located to it. Internal circulation is handled on the plan by Cronly and Roper Street.

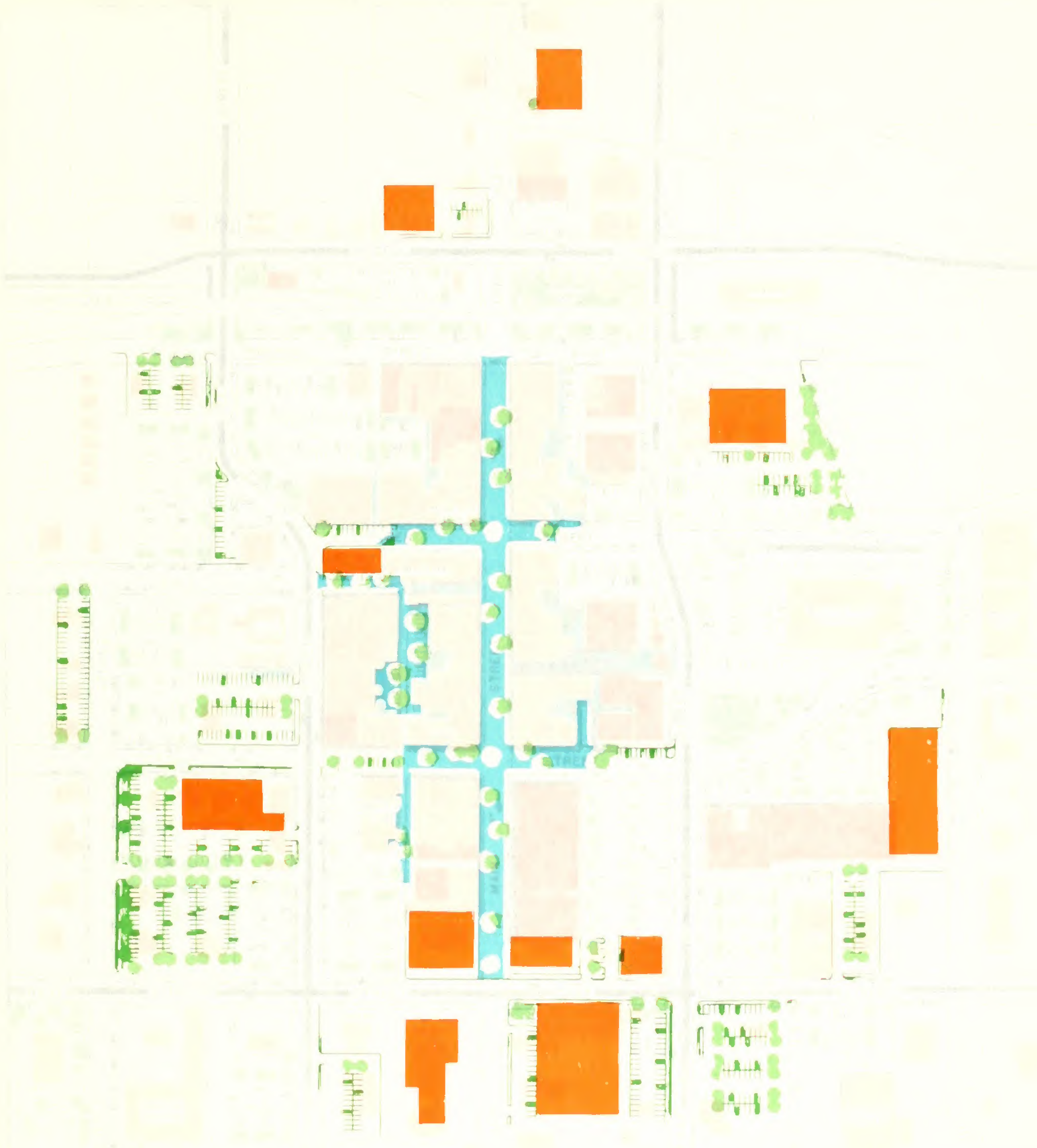
Direct access from parking areas to shops is recommended through rear shop entrances. At rear entrances, display windows, plant boxes, and an attractive well-lighted setting is needed to overcome the traditional dislike for rear doorways.

In Stage I of the plan, three major shopping malls are proposed to improve shopping convenience and pedestrian circulation: (1) the McKay Street Mall; (2) the Fairly Street Mall, and (3) the mall located adjacent to the old Chevrolet building. Along these malls, pedestrian oriented land use is needed such as the department store, variety store, and cafe found on Fairly Street. At the McKay Street Mall, additional primary trade is needed; for example, a clothing or shoe store. The McKay Street Mall should not extend east of the funeral home until this use is

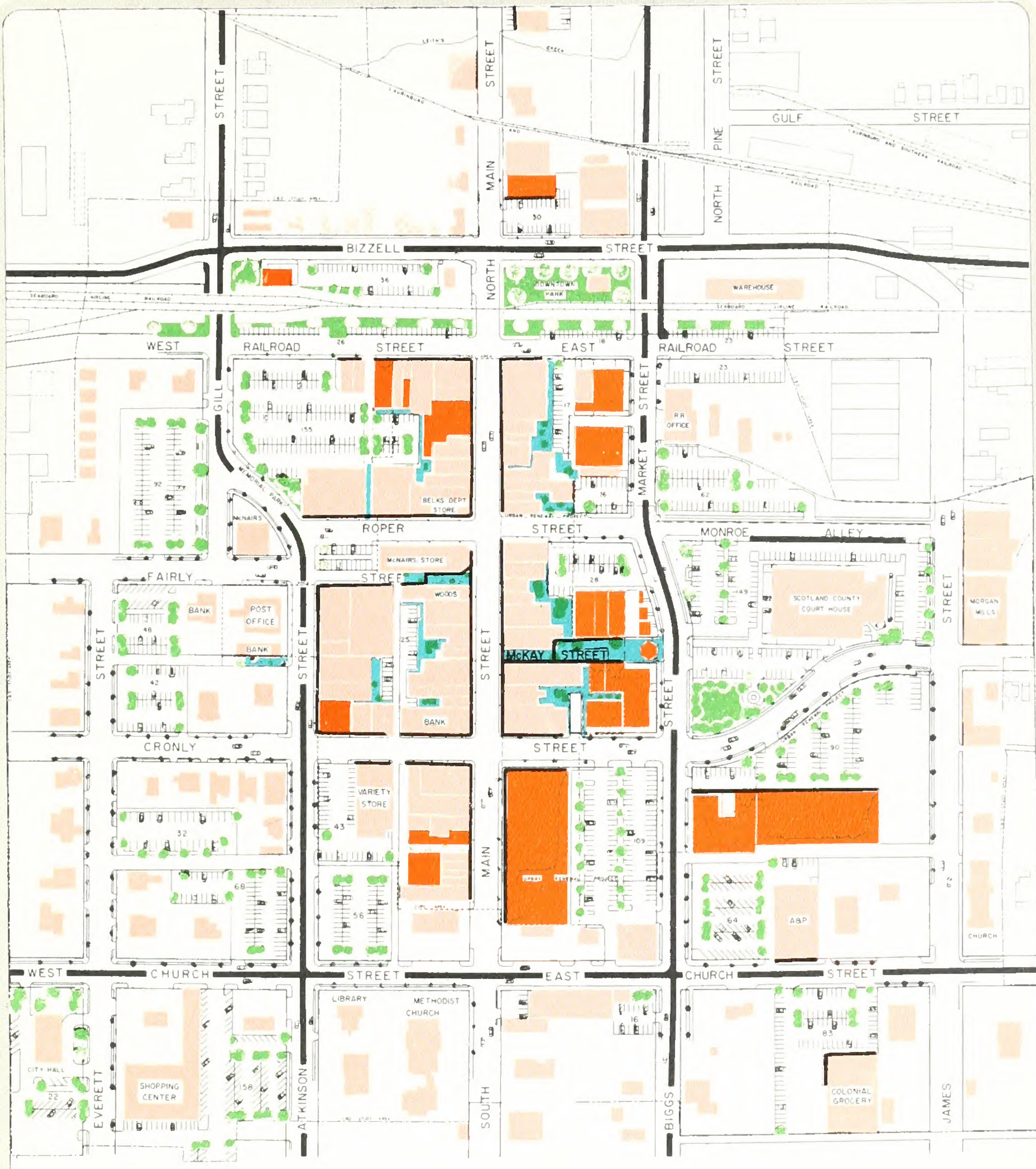
FAIRLY STREET MALL

LAURINBURG N C
CENTRAL BUSINESS DISTRICT

1959



SECOND STAGE



VEHICLE CIRCULATION
OFF STREET PARKING SPACES
PEDESTRIAN CIRCULATION
WALK
MALL
CANOPY
BUILDING
EXISTING
PROPOSED

FIRST STAGE

DEVELOPMENT PLAN

LAURINBURG N C

CENTRAL BUSINESS DISTRICT

N

relocated. The proposed mall, located south of the old Chevrolet building, would link parking to the west with Main Street stores.

Pedestrian walkways recommended on the plan include (1) removing one dilapidated building on McKay Street to provide access between the proposed McKay Street Mall and the municipal parking lot to the south and (2) constructing a number of other minor walkways to connect parking and shopping areas as shown on the plan.

North of the Seaboard Air Line Railroad, a downtown park that can be used for street fairs, political rallies, trade shows, and cultural exhibits is proposed. A comfort station (public rest rooms) is recommended for the park site.

A memorial park is recommended on Gill Street. It should include facilities which would make it an attractive rest area for people walking to Main Street from parking areas to the west. Magnolia Grandiflora is recommended for street tree planting along the Seaboard Air Line Railroad. The planting of Crepe Myrtle and tub plants are recommended for other streets in the central business district.

With a modern revitalized central business district, the city has a much better chance of attracting industry. Addition of the downtown park, street trees, and the memorial park will help create a pleasant atmosphere in downtown Laurinburg. Therefore, visitors and industrial prospects will remember the city for these attractive features rather than for dingy downtown buildings.

Stage II

Stage II of the plan shows how the Central Business District Plan can be expanded farther, if the city outgrows Stage I.

To provide for expansion in trade, additional buildings were added south of the central business district core in the block south of the courthouse and in the blocks to the west of the core and to the north of the Seaboard Air Line Railroad. It is anticipated Main, Roper, and Cronly Streets will be closed and used for pedestrian malls. Parts of some of these streets could be

used for parking, for play lots (used by small children while their mothers shop), for open air cafes, for benches and passive rest areas (for shoppers and older people).

The malls proposed in Stage II of the plan estimate the pedestrian-vehicle conflict on Main Street thus making it easy for pedestrians to shop.

It should be remembered that the Development Plan is a general plan for the central business district and before construction begins, more detailed plans will have to be made by architects, landscape architects, and engineers. The plan is a basic guide and framework from which drawings can be made. It is imperative that daily activities affecting the physical development of the central business district occur within the framework of the plan if its objectives are to be accomplished.

Each of the facets affecting the Central Business District Plan are discussed in detail, beginning with the condition of the buildings.

CONDITION OF BUILDINGS

The number of new buildings and the general condition of present buildings in the core area generally indicates the overall prosperity of the business district. Economic growth is usually followed by physical improvements.

In a survey by the Division of Community Planning in 1964, buildings in the central business district were classified into the following three classes.

Class I	Building in good condition. Only normal maintenance necessary to keep it in good condition.
Class II	Building in good condition but requires more than normal maintenance to keep it in good condition.
Class III	Building in poor condition and requires extensive maintenance and repairs and therefore should be removed.

CLASS 1

CLASS 2

CLASS 3

NUMBER ON BUILDING INDICATES TOTAL STORIES WHEN IN EXCESS OF ONE

HEIGHT & CONDITION OF BUILDINGS

LAURINBURG N C

CENTRAL BUSINESS DISTRICT

N

Buildings were then plotted by class on the Height and Condition of Buildings Map. The number of buildings in each class in the core, fringe, and study area were tabulated on Table 5, below.

Most buildings (59 percent) in the core area are in Class II condition; only 24 percent are in Class I condition; and 17 percent of the total are in Class III condition and should be replaced by 1980. Class III buildings are located on McKay Street and in the two blocks on Main Street adjacent to the railroad. If not maintained, the large number of Class II buildings in the core will deteriorate to Class III condition before 1980.

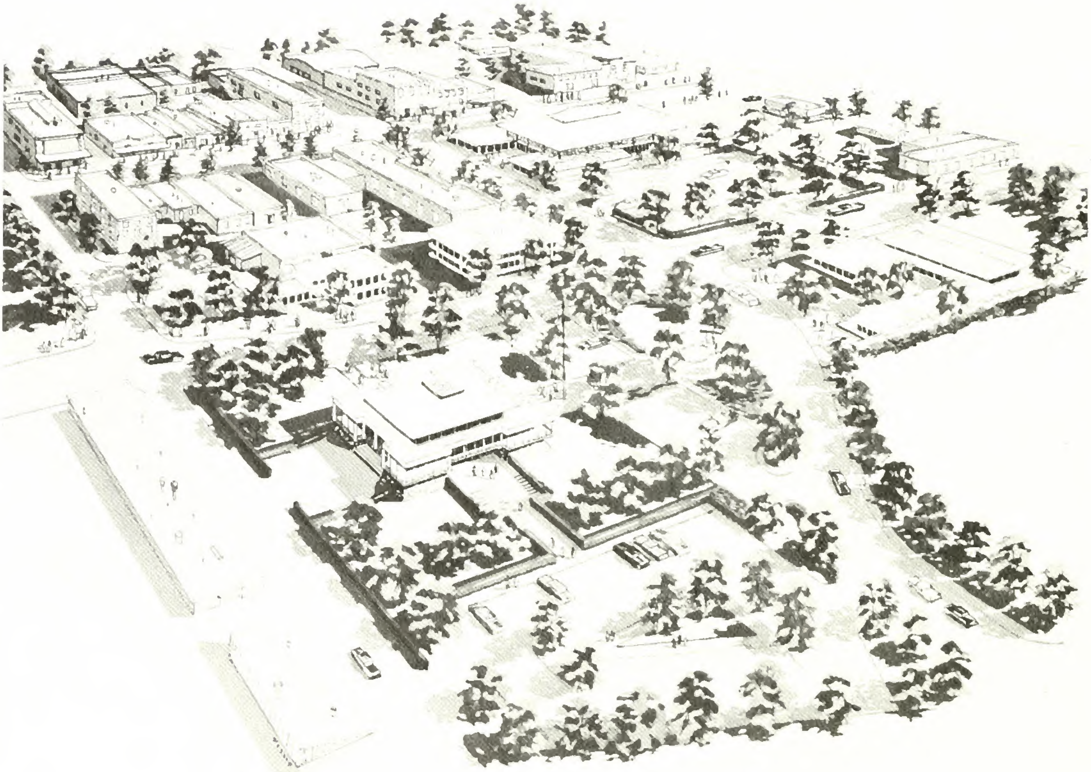
The fringe area or area outside the central business district core but within the study area, has only 14 percent of its buildings in Class I condition with 31 percent in Class II, while 55 percent are in Class III condition.

Within the central business district study area, most of the 151,300 square feet of floor space in Class III condition is residential (55,600 square feet). See Table 26 in Appendix F.

Table 5

CONDITION OF BUILDINGS
(Distribution by Class)

	Number of Buildings			% of Total Buildings In the CBD Study Area
Classification	CBD Core	Fringe Area (Outside of Core)	Total CBD Study Area	
Class I	21	17	38	18.4
Class II	51	37	88	42.5
Class III	15	66	81	39.1
	87	120	207	100.0



Rendering of Urban Renewal Project By James P. Godwin & Associates, Landscape Architects, Planning Consultants, Raleigh, N. C.

URBAN RENEWAL AREA

The Laurinburg urban renewal project area is shown on the Downtown Urban Renewal Project Map. A number of dilapidated residences, the courthouse, the jail, a hotel and several commercial buildings were cleared from the very heart of the central business district to provide approximately five acres of space, excluding that used for Cronly, Biggs, and Roper Streets. Much of the space

was used for the new courthouse, the jail, a park, and public parking areas that are now being constructed.

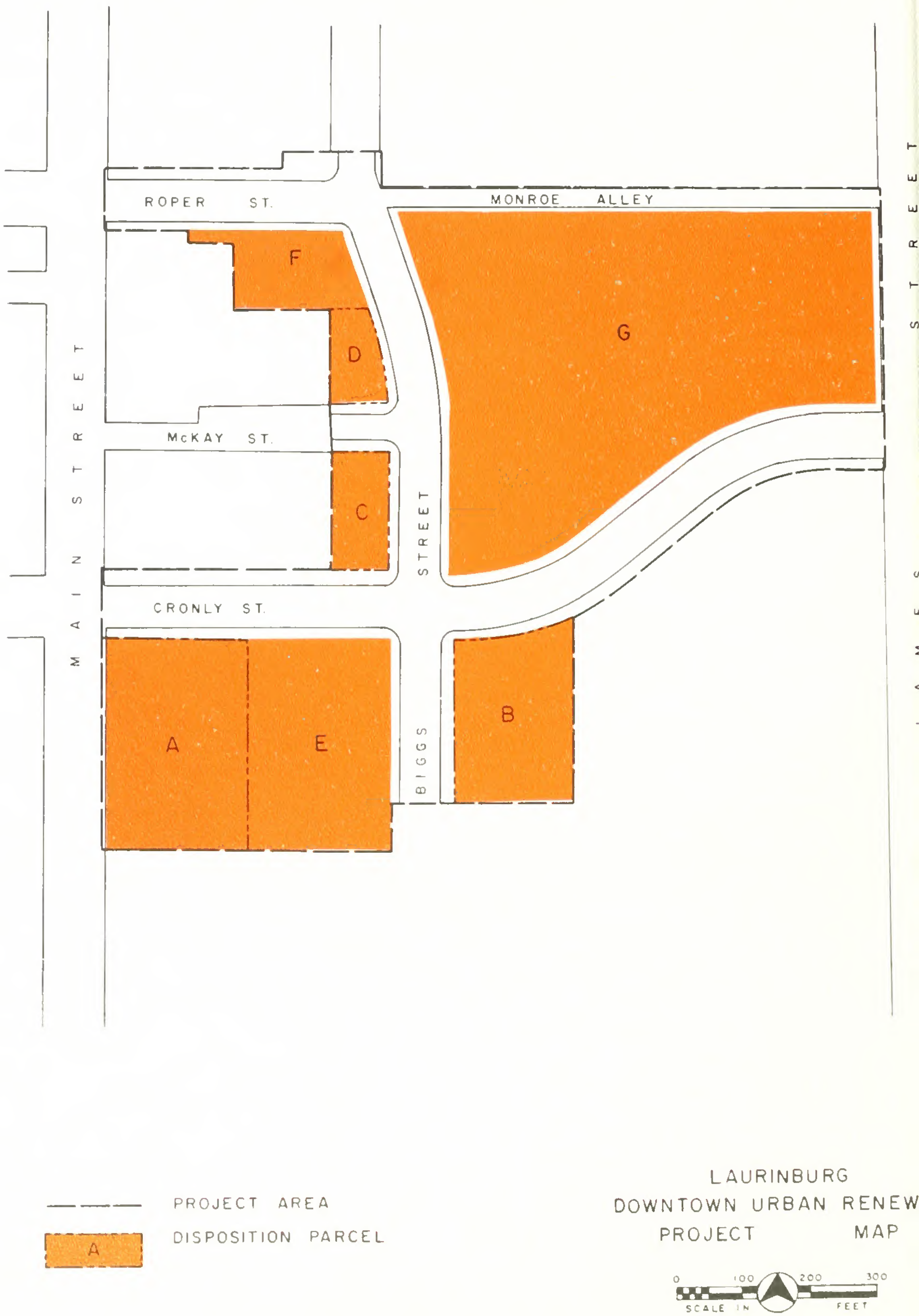
Additional space for commercial uses was also made available in the urban renewal project -- see disposition parcels on Main Street, Biggs Street, and Cronly Street on the Map. The urban renewal project will provide an opportunity to rejuvenate the central business district.

To raze Class III residences via urban renewal projects may be a feasible method of providing additional off-street parking areas; federally shared funds would partially finance the clearing costs involved.

FLOOR SPACE BY USE

A survey of the use of each building in the central business district study area also was made by the Division of Community Planning during 1964. Space was classified into 12 categories of which a complete description is given on Table 27 in Appendix G. A graphic exhibit of the first floor use of buildings is included on the Existing Land Use Map. The number of floors in each building is indicated on the Height and Condition of Buildings Map that follows page 32. The upper story of several buildings located in the core area are utilized for storage, office space, and limited residential uses.

Of the total 286,200 square feet of floor space in the core, retail trade was the major user of space, 46.2 percent followed by: service 34.8 percent; wholesale, storage, manufacturing, and transportation, 10.4 percent; and vacant buildings, 8.6 percent. The 613,100 square feet of building space found in the total central business district study area is distributed as follows: trade 36.1 percent; service 34.4 percent, wholesale, storage, manufacturing, and transportation, 22.6 percent; and vacant space 6.9 percent. A detailed measurement of floor space by type of use including both ground and upper floors, is found on Table 6 page 36.


ROPER ST.
MONROE ALLEY
F
D
G
MAIN STREET
McKAY ST.
C
STREET
CRONLY ST.
A
E
BIGGS
B
PROJECT AREA
A
DISPOSITION PARCEL
LAURINBURG
DOWNTOWN URBAN RENEW
PROJECT MAP
0 100 200 300
SCALE IN FEET

EXISTING LAND USE
LAURINBURG N C
CENTRAL BUSINESS DISTRICT

Table 6

CENTRAL BUSINESS DISTRICT FLOOR SPACE - 1964[1/]

	Core		Study Area	
Type of Use	Sq. Ft.	Percent of Total	Sq. Ft.	Percent of Total
Admin., Financial and Advisory Services	57,550	20.1	101,050	16.5
Primary Trade	83,725	29.3	84,350	13.8
Secondary Trade	29,400	10.3	55,250	9.0
Convenience Trade	19,075	6.6	81,500	13.3
Consumer Service	26,475	9.2	55,700	9.1
Repair Service	12,250	4.2	16,125	2.6
Sub Total	228,475	79.7	393,975	64.3
Manufact. & Ind. Service	--	--	79,075	12.9
Social & Cultural Service	4,750	1.7	37,975	6.2
Wholesale & Storage	28,225	9.9	52,850	8.6
Transportation	250	.1	6,750	1.1
	33,225	12.1	177,800	29.0
Vacant Buildings	24,500	8.6	42,500	6.9
Total	286,200	100.0	613,125	100.0
Residential	7,500		107,650	

1/ Survey 1964 by the Division of Community Planning.

For the plan, it is necessary to estimate the amount of additional space which will be needed by 1980 for new business establishments. Additional building space for new and expanding businesses is affected by a number of different factors such as population, income, retail sales, and changing consumer shopping habits influenced by merchants' promoting and advertising.

Estimating floor space needs is extremely difficult. Economic growth information, given in the first part of this report, is an indicator of the growth rate that can be anticipated from 1964 to 1980. The need for floor space is affected by a predicted rise in

personal income and retail sales and a population growth of 8.1 percent in the retail trade area and (56.5 percent increase in population in Laurinburg). Merchants in the 1964 survey estimated more than half of the retail sales made in 1960 were to Laurinburg residents. The city's rate of growth, therefore, would have a great deal of influence on the central business district's rate of development.

Another index of the amount of space that will be needed by 1980 was revealed by the merchants survey. Estimates by merchants indicate expansion of existing central business district uses by about 2,800 square feet per year, which does not include new construction by merchants not located presently in the business district.

Considering the economic growth indicated, an increase of at least 140,000 square feet is projected for 1980; or 78,800 square feet of new trade and service floor space; 8,800 square feet to restore the space displaced by the urban renewal project, and 52,300 square feet to replace trade or service space presently in Class III condition. See Table 7 below.

Table 7

CENTRAL BUSINESS DISTRICT FLOOR SPACE - 1980[1/]

Use	CBD Study Area (sq.ft.)	Percent Increase
Admin., Financial & Advisory Service	118,805	17.6
Primary Retail Trade	110,995	31.5
Secondary Retail Trade	62,250	20.0
Convenience Retail Trade	91,500	12.2
Consumer Services	69,160	24.2
Repair	18,680	15.8
Total	471,390	20.0

1/ Projected by the Division of Community Planning.

A discussion of the twelve categories of building use, found in the study area in 1964 and the change in space expected by 1980 follows.

Primary Trade

PRIMARY TRADE (DEPARTMENT STORE)

Primary trade includes department, variety, shoe, clothing, and similar stores. This type of use is located where pedestrian concentration occurs, as on Main Street, because shops of this category require a large number of pedestrians to be successful. It includes 29.3 percent of the total square feet of building space found in the core area and 13.8 percent of that found in the entire study area. Past trends indicate other uses in the core will probably be displaced by primary trade, and an increase of primary trade space in the central business district is projected for 1980.

Secondary Trade

This land use includes establishments located on Main Street selling furniture, hardware, appliances, and autos. Other secondary trade uses are scattered throughout the central business district study area. High bulk items, requiring considerable floor space are sold in establishments of this type. The high cost of land along Main Street causes new establishments of this nature to relocate in the outskirts of the city and in the central business district fringe area. Since comparison shopping is not as urgent as it is in primary trade the pedestrian factor is not as important,

SECONDARY TRADE (FURNITURE STORE)

but convienient parking is a requirement. This type use includes 10.3 percent of the total building space found in the core area and 9.0 percent of that in the central business district study area.

Trends in the central business district indicate secondary trade establishments are relocating outside the study area, examples include auto sales and service establishments (Chevrolet, Oldsmobile, and Ford dealers). New secondary trade establishments probably will continue to build in the central business district fringe and on the outskirts of the city.

Convenience Trade

Establishments of this type include drug stores located on Main Street; gas stations on both Main and Church Streets; produce and fish markets on McKay Street; and grocery stores on Church Street. Since this category includes personal items used daily, easy access is important. Of the total square feet of building space in the core, 6.6 percent is included in convenience trade with 13.3 percent of the space in the central business district study area in this category.

Trends indicate some relocation of convenience trade to areas outside the central business district.

CONVENIENCE TRADE (GROCERY STORE)

Consumer Services

Consumer service establishments in Laurinburg include a number of restaurants, barber shops, and two theaters on Main Street; a funeral home and dry cleaning plant on Market Street; and the post office on Atkinson Street. Business of this type provide immediate services for intangible needs and include

CONSUMER SERVICES (THEATER)

9.2 percent of the total square feet of building space found in the core and 9.1 percent of that found in the study area.

The expected increase in consumer service space is expected to occur mainly on Market Street.

Repair

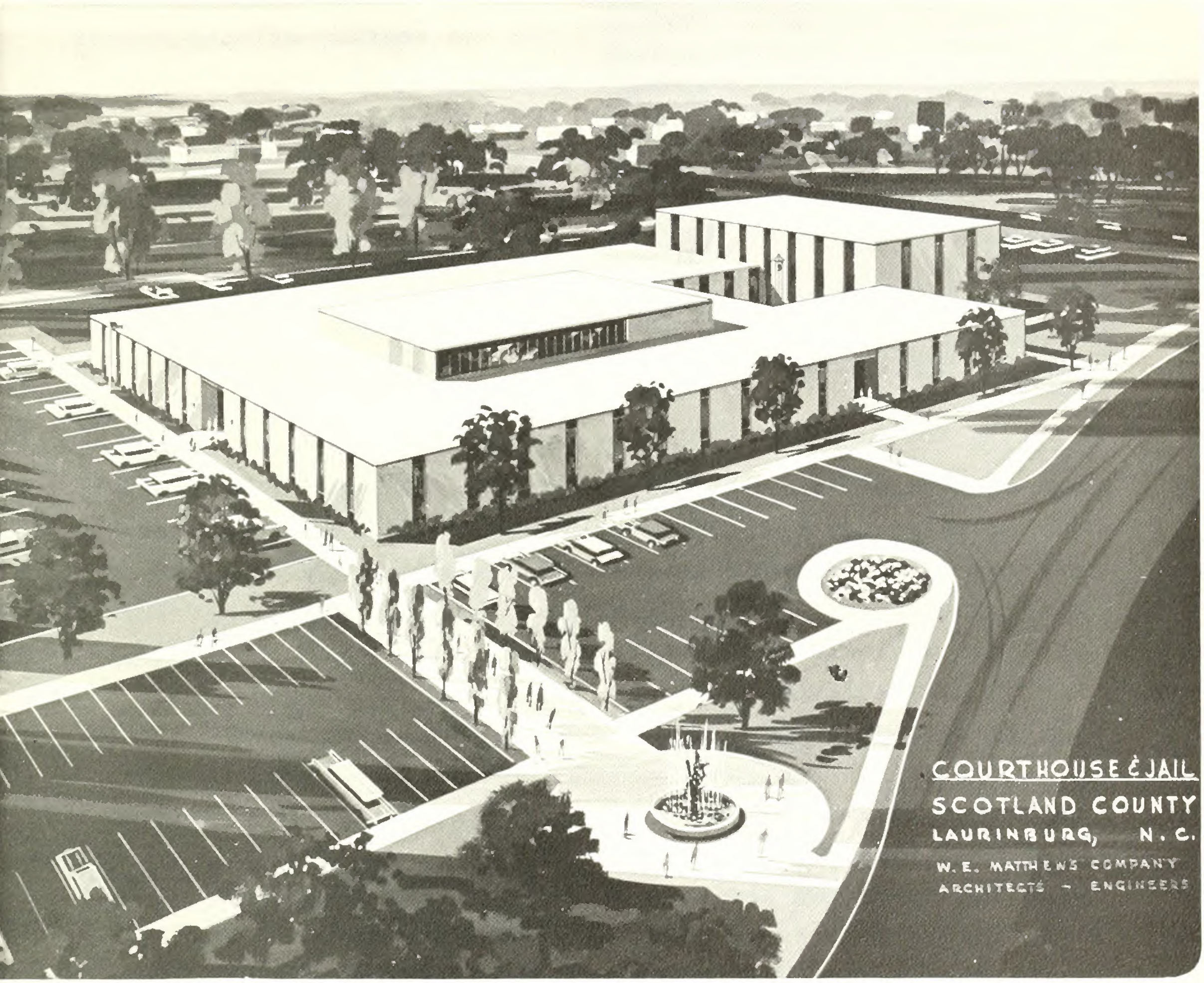
Establishments of the repair type include auto repair and similar services scattered throughout the central business district -- such as those engaged in installing, fixing, or restoring mechanical apparatus. This use includes 4.2 percent of the total square feet of building space found in the core and 2.6 percent of that in the central business district study area.

Trends within the central business district indicate the increase in use of repair space will not be as great as for other categories.

Administration, Financial, and Advisory Services

Included in this type use are establishments performing the management duties in the conduct of government, business, industry, or welfare. The largest use in this category is the county courthouse and city hall. The next largest grouping is a number of offices located in the bank on Main Street and in the second floor of other buildings on Atkinson Street. Included in this type use is 20.1 percent of the total building space found in the core and 16.5 percent of that in the central business district study area.

Past trends show some relocation of offices from the core to the fringe area, displacing old residents. An increase in this category is projected on the Development Plan Map.



Manufacturing and Industrial Service

In this category are cotton warehouses and the textile mill. No space of this type is located in the core area, but 12.9 percent of the space in the total study area is in this use.

Since manufacturing and industrial service is not generally central business district use, little increase of this category is expected and no projection was made for additional space on the plan.

Social and cultural (church)

Social and Cultural

Buildings devoted to this use are those providing mental, physical, and spirtual service to the community. Two churches, the library, and the school board offices are located on Church Street. Doctors' and dentists' offices are located to the west of the central business district.

Space in this category is located outside the core. Only 1.7 percent of the core area and 6.2 percent of the total space of the study area is of this type.

Past trends indicate a relocation of doctors' and dentists' offices from the upper floors of buildings along Main Street to the fringe area for convenient parking. No projections for this type use was made for the plan.

Wholesale and Storage

Buildings used for wholesale and storage space in the core are generally found in the upper stories of buildings, partially used for storage. Outside the core, a large wholesale establishment is located on Roper Street. Nine and nine-tenths percent of the total space in the core area and 8.6 percent of that in the study area is devoted to wholesale and storage activities.

Since trends show wholesale and storage activities tend to locate adjacent to rail and highway transportation routes, few additional buildings of this type are expected in the study area, therefore, no projection for this use was made.

Transportation

The only building of this type in the core is the bus station. In addition, the railroad station is located in the fringe area. These buildings include 1.1 percent of all building space in the

study area. Very little increase in transportation use is anticipated; therefore, no projection was made.

TRANSPORTATION (BUS STATION)

Vacant Buildings

Only three vacant buildings are included in the central business district core:[1/] on the upper floors of other buildings along Main Street is additional vacant space. Six and nine-tenths percent of all building space in the study area is vacant and 8.6 percent of building space in the core falls into this category. Vacant usable buildings in Class II condition total 10,500 square feet in the core.

Residential

Residential space is found west of the core and on the upper floors of several buildings on Main Street. Many of the residences are deteriorating in anticipation of the land being reused for commercial use. Other residences have already been displaced by off-street parking areas and commercial buildings.

RESIDENTIAL

TRAFFIC

Traffic Flow - 1963

Average 1963 daily traffic counts, available for streets of the central business district study area, are shown on the Traffic Flow Map. Main Street carried the largest number of

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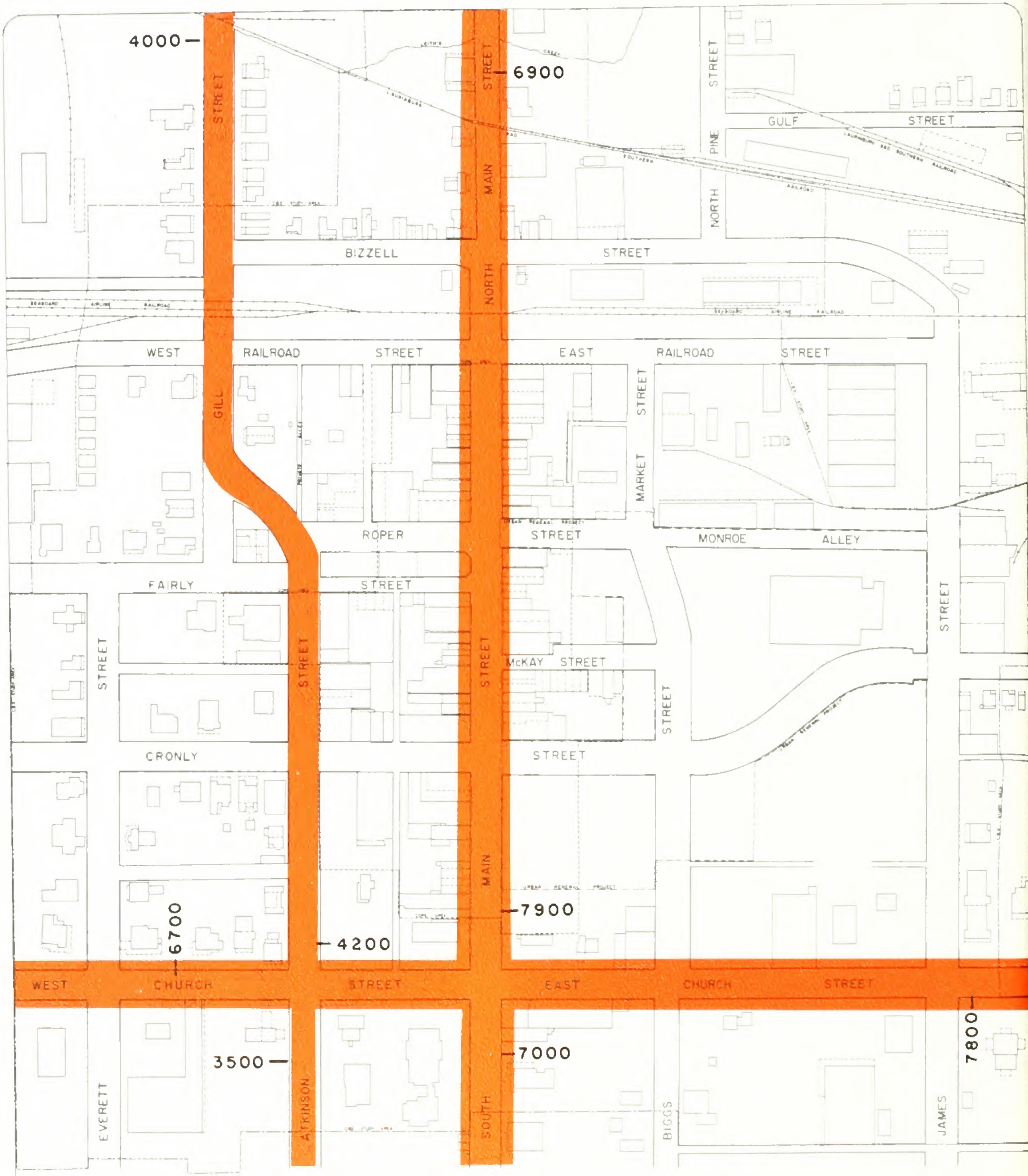
1/ The old Chevrolet building, a vacant store adjacent to the bank on Main Street, and a small building in the block with Belks Department Store on Main Street.



24 HOUR (1963 WEEKDAY) TRAFFIC FLOW

LAURINBURG N C
CENTRAL BUSINESS DISTRICT

— 2000
— 4000
— 6000
— 8000
SCALE VEHICLES PER DAY

SOURCE: N. C. State Highway Commission

vehicles per 24 hour period (6,900 to 7,900); Church Street (U.S. Highway No. 74) is next highest in volume (6,700 to 7,800 vehicles); and Atkinson-Gill Street carried from 4,000 to 4,200 vehicles. Other streets with heavy traffic counts include Cronly and Biggs-Market Street. The high traffic counts on Main Street indicate immediate relief will be needed for this street.

TRAFFIC (MAIN STREET)

The weekly traffic flow peak occurs on Saturday as a result of shopping activity. Observation indicates this happens from 11:00 a.m. to 3:30 p.m.

The rate that traffic flows within the city was revealed by measuring travel distance on thoroughfares in one minute intervals from the intersection of Roper and Main Streets. These bands of equal travel time were plotted on the Travel Time Map. Points along major thoroughfares can be reached in less time because of higher speed limits, etc. The effect of traffic bottle necks is shown on this map. Furthermore, the short travel time (5 minutes required to reach any point in the city) could be partially responsible for the low sales volume at eating places, shown in the retail specialization study; because most people probably go home for lunch.

The condition of streets in the central business district is good -- all are paved and include curbs and gutters. Pavement width is generally ample; Cronly Street has the widest pavement, 47½ feet from curb to curb. Streets in the urban renewal project area have 44 foot pavement; Main Street has approximately the same width; Atkinson Street has from 40 to 50 foot pavement; and Roper Street has a 40 foot pavement. Most of these streets include two 11 or 13 foot travel lanes and two 9 foot parking lanes indicating sufficient pavement width for four travel lanes if on-street parking were removed.

TRAVEL TIME

LAURINBURG N C

BANDS OF EQUAL TRAVEL TIME

2 MINUTES FROM MAIN & ROPER ST

Traffic Circulation - 1980

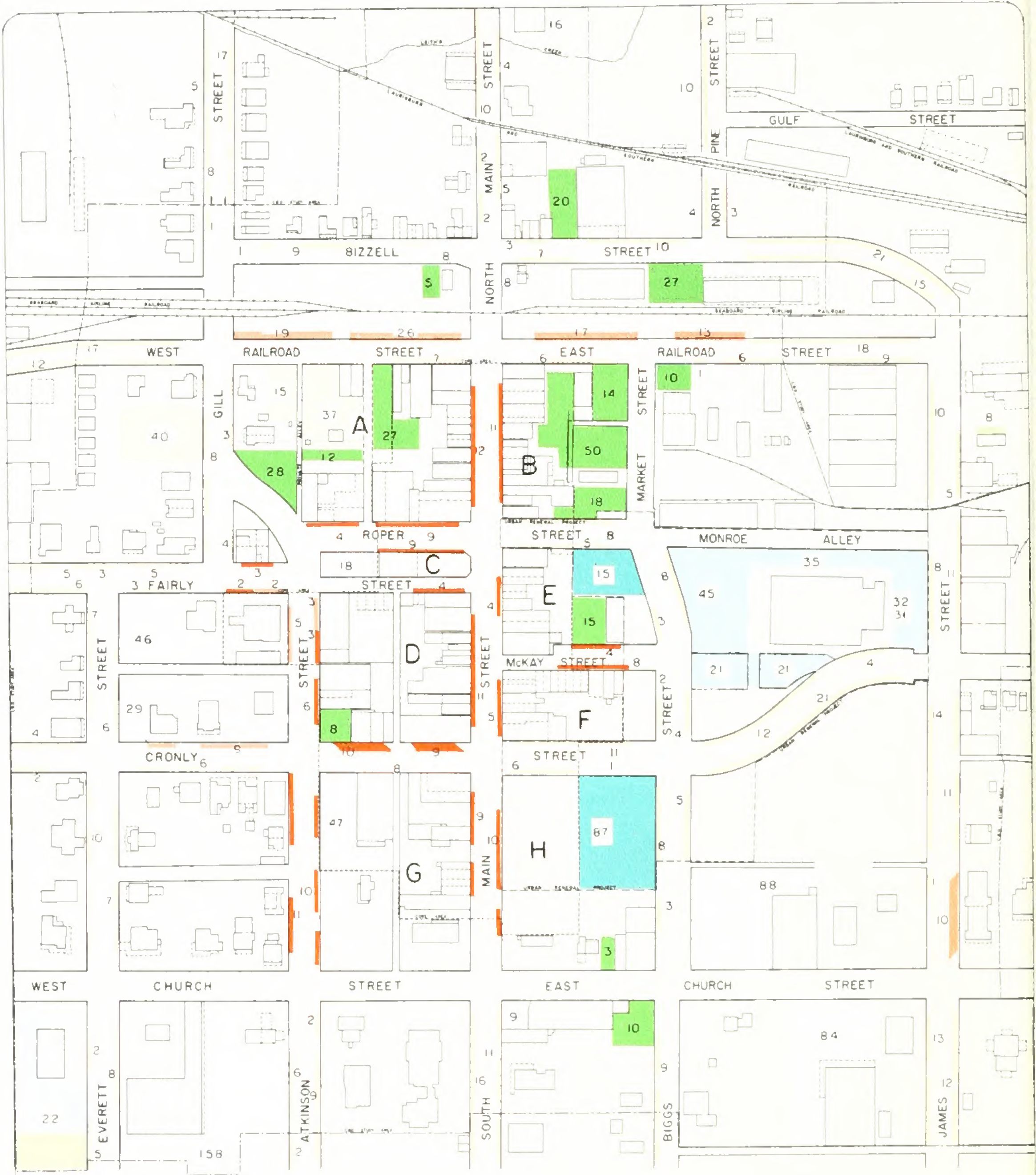
Implementation of the Laurinburg Thoroughfare Plan will solve most of the traffic problems in the central business district. The completion of the Cronly and Roper Street extensions in the urban renewal project area will eliminate some circulation problems. The proposed closing of Fairly and McKay Streets on the Central Business District Plan will also help vehicle circulation on Main Street by eliminating several intersections which slow traffic movement. High in priority of the needed improvements on the plan is the extension of Market Street to Main Street and the widening of Bizzell Street, the east-west street. Thus, a loop system would be formed around the core area by Atkinson-Gill, Church, Market-Biggs and Bizzell Streets.

Accompanying the economic and population growth of the trade area will be a rapid increase in traffic volume and the congestion of traffic movement. Main Street with approximately 8,000 vehicles per day will soon need additional travel lanes. Improvements made to Market-Biggs Street will somewhat relieve Main Street congestion, as did the construction of Bypass 15-401 and as will the construction of the east-west bypass. It is recommended that on-street parking be removed from Biggs-Market Street and Gill-Atkinson Street, and that four travel lanes be provided eventually on these streets when Biggs-Market Street is extended to the north to tie into Main Street. This would remove heavy traffic volumes from Main Street. (The proper time to convert from two to four travel lanes can be determined with assistance from the N. C. Highway Department.)

PARKING

Inventory of Space - 1964

There are about 1,800 parking spaces shown on the Parking Inventory Map, which are classified by type on Table 8 on page 47. About 62 percent of the total space is located in off-street parking areas.



ON STREET

METERED MARKED

UNMETERED MARKED

UNMARKED

OFF STREET — PAVED — UNPAVED

PUBLIC

PUBLIC FOR SPECIFIC USE

PRIVATE

NUMBER DENOTES THE NUMBER OF SPACES

PARKING INVENTORY
LAURINBURG N C
CENTRAL BUSINESS DISTRICT

N

Of the 1,800 parking spaces available, only 242 are located within the core. In order to serve a business, parking should be located within 400 feet (approximately one block). It is estimated that there is a deficiency of approximately 242 spaces in the blocks facing Main Street. Part of the inadequacy is overcome by parking found to the east or west of these blocks. Within the total study area for example there is a surplus of 604 spaces. See Table 9 page 47 and Tables 10 and 11 page 49.

The need for parking space was computed by comparing building area to parking area at ratios of two square feet of parking area for each square foot of primary trade area or one square foot of parking for other trade and service building use.

Off-Street

Of the 1,120 existing off-street parking spaces, 781 are paved while 339 are neither paved nor marked. Therefore, they are used inefficiently. Paved parking lots for specific private uses are located in the central business district fringe area adjacent to the grocery stores, the shopping center on Church Street, the variety store on Cronly Street, and the bank on Fairly Street. Off-street parking for specific public use is found at the courthouse and at the city hall.

OFF-STREET PARKING

On-Street

Metered, one-hour on-street parking space is found on Main, Atkinson, Cronly, and Roper Streets. There are a few marked, unmetered short term spaces at the post office and at the library. On-street unmarked space is located mainly at the edge of the central business district study area, too far to be of much value to merchants on Main Street.

Table 8

INVENTORY OF PARKING SPACES

	Core		Outside Core		CBD Study Area	
	Paved	Unpaved	Paved	Unpaved	Paved	Unpaved
On-Street						
Metered, Marked	131	--	28	--	159	--
Unmetered, Marked	10	--	85	--	95	--
Unmarked	31	--	392	--	423	--
Off-Street						
Public	--	--	102	92	102	92
Public for Spec. Use	--	--	176	80	176	80
Private	47	23	456	144	503	167
Total	219	23	1,239	316	1,458	339

Table 9

CBD CORE PARKING DEMAND - 1964

Use	Parking Ratio	Floor Space 1/	Parking Spaces
Primary Retail Trade	2:1	83,725	418
Secondary Retail Trade	1:1	29,400	74
Convenience Trade	1:1	19,075	48
Consumer Trade	1:1	26,475	66
Admin., Fin., & Adv. Ser.	1:1	57,550	144
Repair	1:1	12,250	31
		228,475	781

1/ In square feet.

Parking Demand - 1980

No survey was made of the turn-over of parking space but observation on Saturday indicated space was insufficient for peak weekly parking demands. The consumer and merchants survey made by the Division of Community Planning and the Chamber of Commerce also supports this conclusion.

METERED PARKING (MAIN STREET)

Projected parking demands for the central business district are shown on Table 10. Based on the relationship of parking area to floor space by block, the existing deficiency of spaces in the blocks facing Main Street will increase by approximately 375 spaces by 1980, with the addition of more floor space and the elimination of on-street parking. See Table 11. The demand is met on the Development Plan by adjacent curb and off-street parking found in the blocks to the east and west of the core area.

For the location of off-street parking areas and a schematic design of each area, see the Central Business District Development Plan Map. The recommended parking space on the plan is located west of the core, in the urban renewal area, and in the shopping area south of the courthouse. Recommended as desirable for parking areas are lots with dilapidated residences located west of the core. The large amount of vacant space in the interior blocks facing Main Street, and the vacant space along the Seaboard Air Line Railroad is also suitable for off-street parking. It can replace that space lost by eliminating on-street parking from the loop streets and angle parking on both James Street and Cronly Street.

Recommendations for improving parking included changing the time on parking meters from 60 minutes to 15-30 minutes in the vicinity of the banks, the library, the post office, and the other uses which are characterized by brief stops. In heavy traffic areas containing short stays parking spaces should be larger (22' x 9') and marked for easy entrance and exit. Public parking lots, located several blocks from Main Street, should be equipped with meters for all day parking. Existing parking spaces should be turned over as rapidly as possible by shortening meter time, eliminating meter feeding through enforcement, etc.

The following development requirements are recommended for off-street parking lots and should be added to the zoning ordinance.

1. Grade and pave off-street parking areas.
2. Mark entrances and exits with directional signs.
3. Mark parking spaces.
4. Landscape parking lots with shade trees, buffers, etc.

Table 10

CBD STUDY AREA PARKING DEMAND - 1964, 1980

Use	Parking Ratio	Floor Space 1/ 1964	Floor Space 1/ 1980	Parking Demand 2/ 1964	Parking Demand 2/ 1980
Primary Trade	2:1	84,350	110,995	421	554
Secondary Trade	1:1	55,250	62,250	138	155
Convenience Trade	1:1	81,500	91,500	204	229
Consumer Services	1:1	54,550	69,160	137	173
Adm., Fin., & Adv. Services	1:1	101,050	118,805	253	297
Repair	1:1	16,125	18,680	40	47
		392,825	471,390	1,193	1,455

1/ In square feet.

2/ Computed at 400 square feet per parking space by the Division of Community Planning.

Table 11

PARKING DEMAND BY BLOCK

Block 1/	1964 Spaces Available Curb	1964 Spaces Available Off St.	1964 Spaces Available Total	1964 Demand	1964 Def.	1980 Spaces Available Curb	1980 Spaces Available Off St.	1980 Spaces Available Total	1980 Demand	1980 Def.
A	35	199	154	184	-30	32 2/	155 3/	187	213	-26
B	25	82	107	90	+17	25	33	58	124	-66
C	--	18	18	44	-26	--	18	18	44	-26
D	43	8	51	236	-185	13	25	38	248	-210
E	16	30	46	94	-48	9	28	37	124	87
F	26	--	26	71	-45	16	--	16	93	-77
G	27	47	74	90	-16	17	99	116	124	-8
H	28	90	118	27	+91	17	109	126	170	-44
Total	200	394	594	836	-242	129	467	596	1,140	-544

1/ See Parking Inventory Map for block letters.

2/ On-street parking eliminated from some streets.

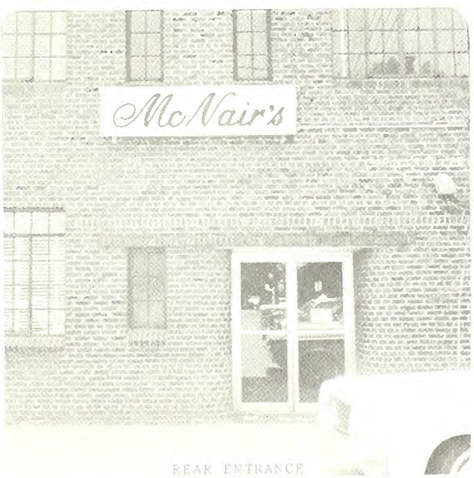
3/ Spaces shown on Development Plan.

PEDESTRIAN CIRCULATION


CANOPY (MAIN STREET)

The core area is composed of pedestrian oriented land use with the greatest estimated amount of pedestrian traffic at the Roper and Main Street intersection, the 100 percent location. The existing ten foot sidewalk on Main Street is the minimum size needed to handle foot traffic on streets in the core area. It is suggested that proposed buildings in the urban renewal project area facing Main Street be set back at least ten feet from Main and Cronly Street right-of-way to provide a 20 foot sidewalk for pedestrian circulation and to provide space for planting small trees beside the curb.

In the fringe area, walks range from four to ten feet in width, adequate where pedestrian counts are low. However, wide curb cuts which exist in the fringe area are objectionable to foot traffic.



REAR ENTRANCE

On Main Street, there is no continuous overhead canopy to protect pedestrians from rain and summer heat. Since the very existence of the central business district is dependent upon the pedestrian, constructing desirable walkways should be a design consideration.

Recommended pedestrian circulation improvements include rear entrances to shops which enhance the appearance of buildings and rear walks, as well as

reduce the walking distance from off-street parking lots. Rear entrances should have attractive display windows.

In designing off-street parking lots, a minimum number of curb cuts should be made and lots should be designed so that pedestrians can walk down driveways rather than between cars to the shops.

The McKay Street Mall proposed provides a walkway for

people coming from the courthouse vicinity to Main Street and the Fairly Street Mall has a walkway for people coming from parking lots located west of the core to Main Street. Shade, benches, and a pleasant atmosphere for walking or resting is needed in both malls. Variation in pavement material and the use of raised plant boxes are two of the methods used to achieve attractive surroundings.

TRUCK LOADING, UNLOADING, AND SERVICE

Generally, most trade establishments in the central business district core are served from either rear alleys or vacant lots. Trucks unloading materials on Main Street do not present a problem.

Both pedestrian movement and service would occur along the rear walkways according to the development plan. It is suggested that the conflict between the two activities be resolved by loading and unloading during periods of low pedestrian traffic, before 11:00 a.m. or after 5:00 p.m.

Portable conveyors should be used from the truck to the sidewalk so that trucks can park

parallel with and not perpendicular to the curb.

The demster dumsters (trash containers) used to consolidate trash pick-up service should be concealed by fences and plantings from view.

FACE LIFTING OF OLD BUILDING

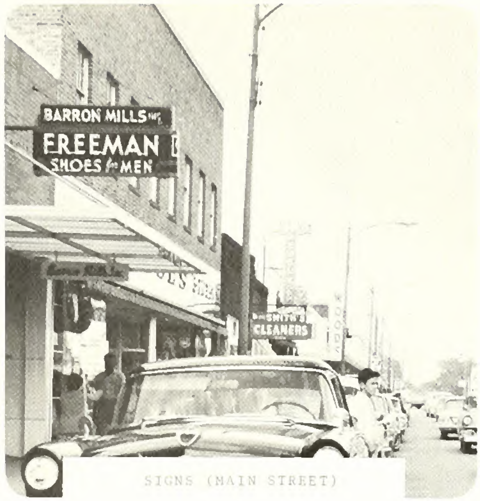
APPEARANCE

The Consumer and Merchants Survey made by the Division of Community Planning and the Chamber of Commerce indicates people in Laurinburg are not satisfied with the general appearance of the central business district. Buildings, for example, have been added haphazardly during the past 50 to 60 years, resulting in a disunited array of various sizes, shapes, and ages. The painting of buildings (a pastel color scheme) or construction of sun screen facades are useful tools in uniting unrelated buildings. A continuous canopy would also help provide building unity. The existing hodge-podge of canopies only disorganizes their appearance.

Walkways in the fringe area are pleasant in appearance, generally paved, and in good condition. Some, however, are too narrow. Where heavy pedestrian generators exist, the grass strip between the walk and curb should be paved because it improves both the appearance and servicability of the walk. Small plant pockets (four feet by four feet) should be left for street trees. Vacant lots, used for parking in the fringe area, have excessive curb cuts which create dusty and unsafe walkways for foot travelers. By using different surfacing materials, walks can become more interesting and attractive.

Street furniture on Main Street consists of parking meters, trash receptacles, directional signs, and light poles. Trash

receptacles have a pleasing design. The use of dual parking meters (two per post) will eliminate many posts and, perhaps, meters can be worked into the canopy design if post supports are used. Street lights are adequate.



SIGNS (MAIN STREET)

Considerable variation exists in the size, shape, and condition of signs in the central business district. Signs, like canopies, also create visual disorder in the business district. It is recommended that signs be placed flat against the buildings on Main Street; however, small signs, at a 90 degree angle to the buildings, can be hung under the proposed canopy.

Landscaping

A street tree planting plan should be adopted for the central business district. Trees should be selected carefully in order to be functional. For example, hardy trees will be needed to withstand the compaction of the soil and drought conditions while small trees are required when obstacles are overhead. Larger trees can be used when shade is needed, but trees with extensive root systems, which damage utility lines, should not be planted.


STREET TREES (ADJACENT TO POST OFFICE)

The recommended trees are listed below:

1. Where small trees are needed such as between curbs and sidewalks or

TUBS

in four feet by four feet plant pockets at the curb, either crepe myrtle or cherry laurel should be used. When planted in four feet by four feet plant pockets, river pebbles placed on a sand blanket at the base of the trees can be used to create a neater appearance.

2. For small tub trees on Main Street, either cassine holly or prunned three-stemmed ligustrum japonica is suggested. Color can be added by planting pansies the base of the tub plant.
3. Since off-street parking areas and rear entrance courts need larger trees for shade, darlington oak is recommended.

SUMMARY OF RECOMMENDATIONS AND PRIORITY SCHEDULE

1. Improve and preserve existing off-street parking areas and open areas located behind stores utilized for parking by using the plan as a guide, paving and marking parking spaces, and planting shade trees in the parking lots.
2. Add additional off-street parking in the vicinity of the core.
3. Provide attractive pedestrian walkways and malls from off-street parking areas to the stores so as to encourage people to use off-street parking lots. Line the malls and walkways with trees and cover them with canopies.

4. Provide rear show windows and rear entrances.
5. Plant small trees in tubs along Main Street.
6. Unify the appearance of buildings in the central business district by building a continuous uniform canopy.
7. Place signs either flat against buildings above the canopy or at a 90° angle under the proposed canopy.
8. Modernize and improve individual buildings in the central business district, especially by painting them.

IMPLEMENTATION

The implementation of any central business district plan will require the participation of many public and private groups such as the Chamber of Commerce, major landholders, the urban renewal authority, civic organizations, municipal and county governments, and certainly all of the merchants. One group cannot do the job alone. Part of the responsibility will lie with the public agencies and part with private groups and individuals.

The coordination of downtown improvement should be delegated to one organization and further narrowed down to one individual to

spearhead the plan. Various committee and block groups would be involved. It would be imperative the downtown improvement coordinator work closely with municipal officials. The designation of the downtown improvement coordinator and organizing of block groups to begin various projects is the next step in the implementation of the plan.

Some of the responsibilities for implementation of the plan are clearly either public or private. Other responsibility could fall on either group.

PUBLIC RESPONSIBILITY

Public responsibility and funds should support street improvements.

Sources of Funds

Possible sources of funds to investigate for public or joint projects are:

1. Current budget expenditures;
2. General obligation bonds;
3. Revenue bonds;
4. Special assessment districts of property owners for parking improvements;
5. Parking revenue (collected through the use of meters);
6. State and federally shared funds; and
7. Gifts.

PRIVATE RESPONSIBILITY

Improvements are impossible without the investment of private resources and funds. No downtown improvement program can succeed without full agreement and sponsorship by private business interests in the Central Business District.

Private funds should support store modernization, canopies, rear walk, and rear entrances.

Sources of Funds

1. Private investments or property owners investing their own money.
2. Local banks and loan companies.
3. Small business administration.

JOINT RESPONSIBILITY

Some improvements will require both public and private funds to construct or maintain:

Both public and private funds should be used to support street trees, tub plants, benches, malls, and parking.

APPENDIX

APPENDIX - A

Table 12

LAURINBURG & SCOTLAND COUNTY POPULATION TRENDS

	Laurinburg	% Change	Scotland County	% Change
1900	1,334		12,553	
1910	2,322	74.1	15,363	22.4
1920	2,643	13.8	15,600	1.5
1930	3,312	25.3	20,174	29.3
1940	5,685	71.6	23,232	15.2
1950	7,134	25.5	26,336	13.4
1960	8,242	15.5	25,183	-4.4
1970	10,200 1/	23.8		
1980	14,000 1/	37.3		

1/ Projection of growth rate prior to 1960.

SOURCE: U. S. Census of Population. Projections by Division of Community Planning, Department of Conservation and Development.

Table 13

DISTRIBUTION OF TRADE AREA POPULATION (1950-1980)

	1950	1960	1970	1980
SCOTLAND COUNTY				
Laurel Hill	3,401	2,923	2,850	2,800
Spring Hill	2,827	2,488	2,900	3,600
Stewartsville	14,482	14,876	16,876	18,952
Williamson	5,626	4,896	4,000	3,255
HOKE COUNTY				
Blue Spring*	173	147	145	140
Allendale*	341	270	270	270
ROBESON COUNTY				
Alfordsville*	1,892	1,177	1,000	800
Smiths*	916	903	863	800
Maxton*	5,258	5,152	5,140	5,100
DILLON COUNTY				
Little Rock*	178	155	154	152
MARLBORO COUNTY				
Clio*	380	241	314	298
McColl*	1,457	1,296	1,230	1,167
	36,931	34,524	35,742	37,334

* Only a part of these Townships are within the Retail Trade Area.

SOURCE: U. S. Census of Population. Projections by Division of Community Planning, Department of Conservation and Development.

Table 14

LAURINBURG AND SCOTLAND COUNTY
AGE AND RACE COMPOSITION OF POPULATION 1/

	Laurinburg				Scotland County			
			% of Total				% of Total	
Age Group	1950	1960	1950	1960	1950	1960	1950	1960
Under 9	1,690	2,058	23.8	24.9	7,330	6,611	27.8	26.3
10-19	1,163	1,681	16.3	20.4	5,105	5,799	19.4	23.0
20-29	1,211	881	16.9	10.7	4,181	2,337	15.9	10.1
30-39	1,182	1,083	16.6	13.2	3,638	3,055	13.8	12.1
40-49	813	1,029	11.4	12.4	2,547	2,929	9.7	11.6
50-59	534	697	7.5	8.5	1,687	2,023	6.4	8.0
Over 60	541	813	7.5	9.9	1,848	2,229	7.0	8.9
	7,134	8,242	100.0	100.0	26,336	25,183	100.0	100.0
% Nonwhite	38.4	39.6			47.8	44.3		

1/ U. S. Census of Population.

APPENDIX - B

Table 15

WORK FORCE ESTIMATES SCOTLAND COUNTY[1/]

	1960	1964
CIVILIAN WORK FORCE	8,930	9,110
Unemployment	710	590
% of Total Work Force	8.0	6.5
Employment	8,220	8,520
Nonagri., Wage, & Salary Workers Except Domestic	5,960	6,250
Manufacturing	3,170	2,980
Food	130	100
Textiles	2,300	1,980
Furniture, Lumber & Wood	150	190
All Other Manufacturing	590	710
Nonmanufacturing	2,740	3,270
Construction	90	130
Trans., Com., & Utilities	190	250
Trade	1,010	1,180
Fin., Ins., & Real Estate	140	250
Service	560	660
Government	740	790
All Other Manufacturing	10	10
Self Employed, Unpaid Family Workers & Domestic	1,150	1,150
Agriculture	1,160	1,120

1/ March estimates.

SOURCE: N. C. Bureau of Employment Security Research, Employment Security Commission of North Carolina.

Table 16

MAJOR MANUFACTURING ESTABLISHMENTS RANKED BY NUMBER OF EMPLOYEES[1]
IN THE LABOR MARKET AREA [2]

Name of Company	Classification
SCOTLAND MILL (5 Plants)[3]	TEXTILE-BED SPREADS, ETC.
WAVERLY MILLS, INC. (3 Plants)	YARN MILLS
INGRAHAM COMPANY[3]	TIMING DEVICES
MORGAN MILLS, INC. (LAUREL HILL)	TEXTILES-CARPET, TIRE CORD, & KNITTING
McNAIR SEED CO. & FARMS	SEED & GENERAL FARM
MOHASCO INDUSTRIES	CARPET DISTRIBUTION
LAURINBURG PLYWOOD	PLYWOOD
RITZ-CRAFT HOMES[3]	MOBILE HOMES
LAURINBURG MILLING	FLOUR
DIXIE GUANO	FERTILIZER
JOHNS-MANVILLE[3]	FRICTION MATERIALS
REA MAGNET WIRE[3]	WIRE
LUTER PACKING	MEAT PACKING
PIONEER CORN[3]	SEED CORN
SINCLAIR LUMBER	LUMBER

1/ Manufacturing establishments with over 25 employees.

2/ The labor market area, as defined by N. C. Employment Security Commission, includes all of Scotland County.

3/ Added or has undergone major expansion since 1960.

SOURCE: Laurinburg Chamber of Commerce.

Table 17

SUMMARY OF THE VALUE OF ALL FARM PRODUCTS SOLD IN SCOTLAND COUNTY

	Amount		% of Total	
	1956 ($000)	1964 ($000)	1956	1964
Value of All Farm Products	5,603	10,704	100.0	100.0
All Crops	4,389	7,236	78.3	67.6
Field Crops	4,219	7,142	75.3	66.7
Tobacco	1,042	1,037	18.6	9.7
Cotton	2,266	3,165	40.4	29.6
Corn	211	620	3.8	5.8
Soybeans	200	624	3.6	5.8
Other (Includes cotton seed	501	758	8.9	15.8 1/
Hay & Deh. Forage)		938	--	
Vegetables	100	85	1.8	.8
Water Melons		20		
Other		65		
Fruit & Nuts	70	9	1.2	.1
All Livestock and Livestock Products	996	2,648	17.8	24.7
Turkeys	94	1,000	1.6	9.3
Broilers & Hens	120	120	2.1	1.1
Sheep, Hogs, & Cattle	215	413	3.8	3.9
Meat, Milk, Eggs, & Honey	568	1,115	10.1	10.4
All Forest Products	218	820	3.9	7.7
Lumber		700		
Other		120		

1/ Over 50 percent Hay and Deh. Forage.

SOURCE: Estimates by Scotland County Agriculture Agent.

APPENDIX - C

Table 18

PER CAPITA INCOME TREND

Economic Area 9	1950	1960	% Change
Scotland	$ 554	$ 850	53
Richmond	905	1,131	25
Robeson	545	697	28
Moore	794	1,226	54
Hoke	404	744	84
Cumberland	1,040	1,233	19
North Carolina	830	1,260	52

SOURCE: U. S. Census of Population.

Table 19

1959 INCOME DISTRIBUTION BY FAMILY WITHIN SCOTLAND COUNTY

	Townships					
Income Group	Laurel Hill 1/	Stewartsville 1/	Spring Hill	Williamson	Laurinburg	Scotland County
Under $3000	325	746	307	588	847	2,813
3000-7999	186	555	132	452	904	2,229
8000-over	28	97	33	60	220	438
Total Families	539	1,398	472	1,100	1,971	5,480
Total Personal Income ($000)	$1,604	5,324	1,401	4,008	9,076	21,403
Per Capita Income	$598	$799	515	823	1,101	850

1/ Excluding Laurinburg.

SOURCE: U. S. Census of Population, 1960.

APPENDIX - D

Table 20

RETAIL SALES TRENDS[1/]
FOR SELECTED AREAS

	Total Retail Sales 1954 ($000)	1958 ($000)	1963 ($000)	Percent Change 1954-58	1958-63
Laurinburg	9,888	11,420	19,698	15.5	72.5
Rockingham	15,680	19,165	25,872	22.2	35.0
Lumberton	25,241	23,573	40,735	-6.6	72.8
Scotland County	15,234	16,702	24,994	9.6	49.6
Richmond County	28,905	34,443	39,681	19.0	15.2
Robeson County	54,099	54,970	82,876	1.6	50.8

1/ U. S. Census of Business.

Table 21

N. C. DEPARTMENT OF REVENUE RETAIL SALES FOR
SCOTLAND COUNTY, 1950-1964

Fiscal Year Ending In	Current Dollars ($000)	Percent of 1950 Total
1950	10,356	100
1951	12,392	111
1952	13,361	117
1953	13,496	117
1954	13,479	117
1955	13,972	121
1956	16,500	141
1957	16,597	137
1958	17,443	140
1959	19,335	154
1960	20,264	159
1961	21,798	169
1962	27,323	210
1963	28,867	219
1964	31,339	235

Table 22

SALES IN THE RETAIL TRADE AREA

Item	1963[2/] $000's	Percent[1/] Dist.
Food	7,526	25.6
Eating & Drinking Places	500	1.7
General Merchandise	2,822	9.6
Apparel	1,823	6.2
Furniture and Household Appliances	1,000	3.4
Automobiles	6,762	23.0
Gas Stations	2,999	10.2
Lumber Bldg. and Hdw.	3,469	11.8
Drugs	753	2.5
Other Retail Stores	1,235	4.2
Non-Store Retailers	526	1.8
TOTAL	29,415	100.0

1/ U. S. Census of Business, Scotland County.

2/ Estimated by the Division of Community Planning in constant 1957-59 dollars.

Table 23

COMPARISON OF CITY RETAIL SALES - 1963
(BY TYPE OF BUSINESS)

Type of Business	Laurinburg		Rockingham		Lumberton	
	$000's	%	$000's	%	$000's	%
Hardware	2,214	11.2[1/]	933	3.6	6,380	15.7
General Merchandise	1,754	8.9[1/]	2,850	11.0	2,588	6.4
Food Stores	4,807	24.4	5,821	22.5	8,456	20.8
Automobile Dealers	4,721	24.0	6,855	26.5	9,917	24.4
Gasoline Service Station	1,898	9.6	2,096	8.1	2,496	6.1
Apparel	1,370	7.1[1/]	2,131	8.2	2,484	6.1
Furniture	765	3.9[1/]	749	2.9	1,891	4.6
Eating & Drinking Places	365	1.9	1,410	5.4	1,030	2.5
Drug Stores	564	2.9[1/]	610	2.4	953	2.3
Other Retail	840	4.3	1,102	4.3	4,001	9.8
Non-Store Retailers	381	1.9	1,315	5.1	539	1.3
	19,698	100.0	25,872	100.0	40,735	100.0

SOURCE: U. S. Census of Business, 1963.

1/ Estimated by Division of Community Planning.

APPENDIX - E

Table 24

CUSTOMER OPINION SURVEY
(324 Answered)

Question 1. Where do you buy most of the following items?

Type of Purchase	Number Of Replies	Percent
GROCERIES		
Laurinburg (Downtown)	256	82.1
Red Springs	11	3.5
Maxton	23	7.4
Others	22	7.0
	312	100.0
EVERY DAY CLOTHING		
Laurinburg (Downtown)	280	87.2
Red Springs	10	3.1
Maxton	7	2.2
Others	24	7.5
	321	100.0
GOOD CLOTHING		
Laurinburg (Downtown)	258	83.2
Red Springs	10	3.2
Maxton	5	1.6
Others	37	12.0
	310	100.0
FURNITURE		
Laurinburg (Downtown)	253	82.1
Red Springs	16	5.2
Maxton	8	2.6
Others	31	10.1
	308	100.0
HOME FURNISHINGS		
Laurinburg (Downtown)	260	84.1
Red Springs	13	4.2
Maxton	14	4.5
Others	22	7.2
	309	100.0

HARDWARE		
Laurinburg (Downtown)	263	84.8
Red Springs	11	3.5
Maxton	23	7.4
Others	13	4.3
	310	100.0
APPLIANCES		
Laurinburg (Downtown)	265	86.0
Red Springs	13	4.2
Maxton	15	4.9
Others	15	4.9
	308	100.0
AUTOMOBILES		
Laurinburg (Downtown)	200	79.1
Red Springs	17	6.7
Maxton	6	2.4
Others	30	11.8
	253	100.0
LUMBER & BUILDING SUPPLIES		
Laurinburg (Downtown)	233	89.3
Red Springs	9	3.0
Maxton	4	2.0
Others	15	5.7
	261	100.0
FARM EQUIPMENT		
Laurinburg (Downtown)	115	78.8
Red Springs	15	10.3
Maxton	6	4.1
Others	10	6.8
	146	100.0
MEDICINE AND DRUGS		
Laurinburg (Downtown)	252	83.7
Red Springs	--	--
Maxton	30	10.0
Others	19	6.3
	301	100.0
INSURANCE		
Laurinburg (Downtown)	242	82.9
Red Springs	12	4.1
Maxton	2	.7
Others	36	12.3
	292	100.0

Question 2. Where do you visit the following people or places most?

Type of Place or People	Number Of Replies	Percent
DOCTOR		
Laurinburg (Downtown)	242	79.3
Red Springs	11	3.6
Maxton	29	9.5
Others	23	7.6
	305	100.0
DENTIST		
Laurinburg (Downtown)	222	77.1
Red Springs	9	3.1
Maxton	16	5.6
Others	41	14.2
	288	100.0
HOSPITAL OR CLINIC		
Laurinburg (Downtown)	276	92.0
Red Springs	2	.7
Maxton	7	2.3
Others	15	5.0
	300	100.0
BANK		
Laurinburg (Downtown)	254	85.8
Red Springs	12	4.1
Maxton	16	5.4
Others	14	4.7
	296	100.0
LAWYERS		
Laurinburg (Downtown)	223	88.5
Red Springs	10	4.0
Maxton	12	4.8
Others	7	2.7
	252	100.0
EATING AND DRINKING PLACES		
Laurinburg (Downtown)	193	80.8
Red Springs	8	3.3
Maxton	9	3.8
Others	29	12.1
	239	100.0

ENTERTAINMENT PLACES

Laurinburg (Downtown)	190	80.9
Red Springs	8	3.4
Maxton	9	3.8
Others	28	11.9
	235	100.0

Question 3. Do you live in Laurinburg?

Yes	227	70.1
No	97	29.9
	324	100.0

Question 4. How often do you visit downtown Laurinburg?

Frequency of Visit	Number Of Replies	Percent
Twice a week or more	165	51.6
Once a week	96	30.0
Twice a month	20	6.3
Once a month	22	6.9
Every two months	5	1.6
Seldom or never	12	3.6
	320	100.0

Question 5. Where do members of your family work?

In Laurinburg	221	10.2
Others	94	29.8
	315	100.0

Question 6. What percent of your shopping other than groceries do you do downtown?

Less than 25%	32	9.9
Less than 50%	25	7.8
Less than 75%	29	9.0
Almost all	236	73.3
	322	100.0

Question 7. Do you usually find the merchandise and service you need?

Yes	262	80.9
No	62	19.1
	326	100.0

Question 8. How do you rate[1/] your downtown stores with regard to:

Window Display	2.2
Store Fronts	2.5
Interiors	2.3
Rest Rooms	3.2
Structural Condition	3.0

Question 9. How do you rate[1/] sales personnel?

Courteous	2.1
Personal Appearance	2.1
Knowledge of Products	2.3

Question 10. How do you rate[1/] stores from the standpoint of:

Quality of Merchandise	2.3
Selection or Variety of Merchandise	2.5

Question 11. Order of preference of downtown improvements.

More off-street parking
More public rest rooms
Store front modernization
Stores open nights
Shrub planting
Pedestrian mall
Covered sidewalks
Tree planting

Question 12. Suggestions for improving downtown Laurinburg.

	Number Of Replies	Percent
Public Convenience (Rest rooms, sitting places)	35	15.0
Wider selection or better merchandise	45	19.2
Modernization & beautification of CBD	54	23.1
More parking or better streets	99	42.3
Lower prices	1	.4
	234	100.0

1/ From 1 to 4 with 1 as excellent and 4 as poor.

APPENDIX - E

Table 25

SURVEY OF MERCHANTS OPINION

Question

1. Do you own or lease your present business area?

	No. of Replies	Percent
Own	5	13.5
Lease	32	86.5
	37	100.0

2. Estimate the approximate percentage of your total dollar receipts in 1960 received from customer living:

	% of dollar sales
Within the Laurinburg City Limits	53.5
Outside Laurinburg but in Scotland Co.	32.9
Outside Scotland County	13.6
	100.0

3. Number of employees working in stores or office (including owner, clerks, salesmen, etc.)

Total No. 259 Ave. 6.8 per store

4. How many employees regularly drive to work?

Total No. 175 Ave. 4.9 per store

5. How many off-street parking spaces do you provide for:

Owner and employees	109	Ave. 2.9
Customer	113	Ave. 3.0

6. Do you feel the present supply of parking spaces in the downtown area is adequate for present needs?

	No. Responding	% of Total
Yes	5	13.5
No	32	86.5
	37	100.0

7. How can parking be improved?

	No. Responding	% of Total
Better utilization of available space	1	5.9
Meters	1	5.9
Off-Street Parking	4	23.5
Parking Lots	11	64.7
	17	100.0

8. How much floor space do you occupy?
Total 118,205 Ave. 3,377

9. Does your business have any plans for expansion within the next two to five years?

	No. Responding	% of Total
Yes	14	43.8
No	18	56.2
	32	100.0

How much additional floor space will you build within the next five years?
Total 13,875 sq. ft.
Ave. 1,734 per respondent

How many additional employees will you employ?
Total 10
Ave. 1.7

10. Would you be willing to contribute financially (in proportion to your direct benefit) to provide off-street parking for customers in downtown Laurinburg?

	No. Respondents	Percent
Yes	8	28.6
No	20	71.4
	28	100.0

11. Would you be willing to form a special assessment district to provide off-street parking?

	No. Respondents	Percent
Yes	10	33
No	20	67
	30	100

12. Who do you feel should provide off-street parking facilities?

	No. Respondents	Percent
The City	34	75.6
Private enterprises, ie., individual business establishments	5	11.1
Merchant cooperative corporation	4	8.9
Org. of downtown assessment district	2	4.4
	45	100.0

13. Has the development of new shopping centers in the suburbs of Laurinburg had an adverse effect on your business?

	No. Respondents	Percent
Yes	4	10.8
No	33	89.2
	37	100.0

14. If you were to establish a business for the first time, would you locate where you are presently located?

	No. Respondents	Percent
Yes	22	59.5
No	15	40.5
	37	100.0

15. When you do expand, will you do so:

	No. Respondents	Percent
On the present site	9	40.9
Downtown	4	18.2
Shopping Center in Laurinburg	1	4.5
Urban Renewal Area	0	--
Other	8	36.4
	22	100.0

16. Major problems that confront Laurinburg's CBD now:

	No. Respondents	Percent
Lack of full variety & selection of goods	9	14.8
Inadequate customer facilities, such as rest rooms, lounges, lunch counters, etc.	20	32.8
Store appearance and facilities generally out of date and unappealing	15	24.6
Inconvenient opening and closing hours	4	6.6
Lack of effective leadership	3	4.9
Absentee ownership	10	16.3
	61	100.0

17. Please indicate below your judgment on the major problems that confront Laurinburg's downtown shopping area:

	No. Respondents	Percent
Physical deterioration of downtown buildings	19	22.1
Inadequate number of parking spaces	27	31.4
Congested downtown streets	17	19.8
Congested streets leading to downtown	5	5.8
Poor appearance of downtown buildings and stores	18	20.9
	86	100.0

18. Indicate what actions should be taken in downtown Laurinburg to best meet the needs of present and potential customers?

	No. Respondents	Percent
Improve traffic flow	2	7.5
Make boulevard improvements	8	29.6
Street & sidewalk improvements	2	7.4
More advertising	4	14.8
Provide more parking	7	25.9
Better merchandise	1	3.7
New stores	1	3.7
More variety in stores	1	3.7
ABC stores	1	3.7
	27	100.0

APPENDIX - F

Table 26

SPACE IN CLASS III CONDITION[1/]
(IN SQUARE FEET)

Type of Use	CBD Core	CBD Study Area	Total
Secondary Trade	4,875	17,950	22,825
Convenience Trade	6,850	4,750	11,600
Consumer Services	625	16,125	16,750
Admin., Fin., & Advis.	--	1,125	1,125
Sub Total	12,350	39,950	52,300
Wholesale & Storage	6,125	5,125	11,250
Social & Cultural	--	17,875	17,875
Manuf. & Indust.	--	2,000	2,000
Sub Total	6,125	25,000	31,125
Vacant	1,500	10,750	12,250
TOTAL	19,975	75,700	95,675
Residential	--	55,625	55,625

1/ Survey by the Division of Community Planning.

APPENDIX - C

Table 27

EXISTING BUILDING USE CLASSIFICATION

In 1964, a survey of the central business study area was conducted during which the use of every building within the area was recorded. These uses were grouped into ten categories, each consisting of those establishments having similar characteristics and functions, and were plotted on a map. The ten categories used for grouping individual building uses are described below:

CATEGORY	DESCRIPTION	TYPES OF ESTABLISHMENTS
Primary Retail	These establishments sell low bulk speciality and comparison items and need to be located near other primary retail stores at the center of commercial activity.	Department stores, apparel shops, variety stores, shoe stores, jewelry stores, flower shops, other speciality stores, etc.
Secondary Retail	These establishments sell both high and low bulk items and can function well in either fringe or central commercial locations.	Hardware stores, building material centers, automobile sales centers, furniture stores, farm equipment centers, appliance stores, feed stores, fertilizer sales centers, etc.
Convenience Retail	These establishments sell frequently purchased, noncomparison items such as food, drugs, and gasoline and require an easily accessible location.	Grocery stores, meat markets, bakeries, fish markets, drug stores, produce markets, service stations, dairy bars, etc.
Administrative, Financial, and Advisory Services	Establishments included in this category are those which perform administrative functions for government, industry, and commerce, those which manage financial activities, and those which carry on professional consulting services.	Federal, state and local governmental offices and organizations, service organizations, lawyers' offices, accountants' offices, engineers' offices, credit offices, banks, employment agencies, etc.
Consumer Services	These establishments provide personal services, commercial entertainment, and communication services for the citizens of a community.	Restaurants, taverns, barber shops, beauty shops, shoe shops, laundromats, dry cleaning, photographers, watch repair shops, hotels, motels, funeral homes, theaters, newspaper offices, billiard parlors, post offices, telephone offices, telegraph offices, etc.
Cultural and Social Services	These establishments provide the community with mental, physical, and spiritual services.	Kindergartens, schools, playgrounds, libraries, churches, other nonprofit recreation areas, medical offices, dental offices, hospitals, cemeteries, etc.
Manufacturing and Industrial Services	These establishments manufacture goods and/or provide services needed by other industries.	Lumber mills, concrete plants, textile mills, livestock feed mills, utility production plants, industrial construction contractors, junk yards, metal working shops, etc.
Wholesale, Storage and Repair	These establishments store and/or sell goods in large quantities or perform maintenance and repair operations on mechanical objects.	Bulk petroleum terminals, cotton gins and compressors, stock yards, wholesalers for all types of retail products, warehouses, storage sheds, garages, repair shops, tire retreaders, etc.
Residential	These establishments are the dwelling places of the families of a community.	Single family houses, duplex apartments, multiple family apartments, garden apartments, house trailers, etc.
Vacant	These establishments include any of above establishment types which are not occupied.	All of the above.

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